

General Purpose Cleaners in the BRIC (Brazil, Russia, India, China) Countries Market Overview and Forecasts to 2014

<https://marketpublishers.com/r/G45D450CDE3EN.html>

Date: March 2011

Pages: 131

Price: US\$ 1,995.00 (Single User License)

ID: G45D450CDE3EN

Abstracts

Introduction

This report covers key aspects of the general purpose cleaners market in the four emerging economies: Brazil, Russia, India and China. Data is provided on market value and volume by category; company and brand shares; distribution channels; and expenditure and consumption per capita for the historic and forecast periods.

Scope

Contains data on :disinfectants & multi-purpose,floor/wall cleaners,bathroom cleaners,kitchen surface cleaners>window cleaners and oven cleaners

Market and category level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data

Market level company and brand shares as well as distribution share information

Recent product launches

Highlights

Brazil is home to the second largest general purpose cleaners market, led by disinfectants & multi-purpose, while its oven cleaners category displays rapid growth.

India is set to be the most lucrative investment destination for the general purpose cleaners market in future.

China leads the general purpose cleaners market in terms of value among the BRIC nations.

Reasons to Purchase

Develop business strategies by understanding the quantitative trends within the general purpose cleaners market in high growth / emerging nations

Identify key players within the general purpose cleaners in Brazil, Russia, India and China to plan lucrative M&A, partnerships and agreements

Obtain insight into new product launches within the general purpose cleaners market in Brazil, Russia, India and China

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Contents

CHAPTER 1 EXECUTIVE SUMMARY

Brazil is home to the second largest general purpose cleaners market, led by disinfectants & multi-purpose, while its oven cleaners category displays rapid growth
India is set to be the most lucrative investment destination for the general purpose cleaners market in future
China leads the general purpose cleaners market in terms of value among the BRIC nations

CHAPTER 2 INTRODUCTION

What is this report about?
How to use this report
Market definition
Table of Contents
List of Figures
List of Tables

CHAPTER 3 OVERVIEW

BRIC general purpose cleaners market, value overview
BRIC general purpose cleaners market, volume overview

CHAPTER 4 GLOBAL GENERAL PURPOSE CLEANERS MARKET - TOP FIVE VS BRIC COUNTRIES

Value Analysis
Volume Analysis

CHAPTER 5 BRAZIL

Value analysis (Brazilian Real), 2004?09
Value analysis (Brazilian Real), 2009?14
Value analysis (US dollars), 2004?09
Value analysis (US dollars), 2009?14
Volume analysis, 2004?09
Volume analysis, 2009?14

Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 6 RUSSIA

Value analysis (Russian Ruble), 2004?09
Value analysis (Russian Ruble), 2009?14
Value analysis (US dollars), 2004?09
Value analysis (US dollars), 2009?14
Volume analysis, 2004?09
Volume analysis, 2009?14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 7 INDIA

Value analysis (Indian Rupee), 2004?09
Value analysis (Indian Rupee), 2009?14
Value analysis (US dollars), 2004?09
Value analysis (US dollars), 2009?14
Volume analysis, 2004?09
Volume analysis, 2009?14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 8 CHINA

Value analysis (Chinese Yuan Renminbi), 2004?09
Value analysis (Chinese Yuan Renminbi), 2009?14
Value analysis (US dollars), 2004?09
Value analysis (US dollars), 2009?14
Volume analysis, 2004?09
Volume analysis, 2009?14
Company and brand share analysis
Distribution analysis
Expenditure and consumption per capita

CHAPTER 9 NEW PRODUCT DEVELOPMENT

Product launches 2009: Brazil
Recent Product Launches
Product launches 2009: Russia
Recent Product Launches
Product launches 2009: India
Recent Product Launches
Product launches 2009: China
Recent Product Launches

CHAPTER 10 RESEARCH METHODOLOGY

Methodology overview
Secondary research
Market modeling
Creating an initial data model
Revising the initial data model
Creating a final estimate
Creating demographic value splits
Primary research
Data finalization
Ongoing research

CHAPTER 11 APPENDIX

Future readings
How to contact experts in your industry
Disclaimer

List Of Tables

LIST OF TABLES

- Table 1: General purpose cleaners category definitions
- Table 2: General purpose cleaners distribution channels
- Table 3: General purpose cleaners market, BRIC, value (\$m), 2004?14
- Table 4: General purpose cleaners market, BRIC, value (\$m), 2004?09
- Table 5: General purpose cleaners market, BRIC, value (\$m), 2009?14
- Table 6: General purpose cleaners market, BRIC, volume (liters, million), 2004?14
- Table 7: General purpose cleaners market, BRIC, volume (liters, million), 2004?09
- Table 8: General purpose cleaners market, BRIC, volume (liters, million), 2009-14
- Table 9: Global general purpose cleaners market split (\$m), top five vs BRIC countries, 2009-14
- Table 10: Global general purpose cleaners market split (liters, million), top five vs BRIC countries, 2009-14
- Table 11: General purpose cleaners, Brazil, value by segment (BRLm), 2004?09
- Table 12: General purpose cleaners, Brazil, value forecast by segment (BRLm), 2009?14
- Table 13: General purpose cleaners, Brazil, value by segment (\$m), 2004?09
- Table 14: General purpose cleaners, Brazil, value forecast by segment (\$m), 2009?14
- Table 15: General purpose cleaners, Brazil, volume by segment (liters, million), 2004?09
- Table 16: General purpose cleaners, Brazil, volume forecast by segment (liters, million), 2009?14
- Table 17: General purpose cleaners, Brazil, brand share by value (%), 2008?09
- Table 18: General purpose cleaners, Brazil, value by brand (BRLm), 2008?09
- Table 19: General purpose cleaners, Brazil, company share by value (%), 2008?09
- Table 20: General purpose cleaners, Brazil, value by company (BRLm), 2008?09
- Table 21: General purpose cleaners, Brazil, distribution channels by value (%), 2008?09
- Table 22: General purpose cleaners, Brazil, value by distribution channel (BRLm), 2008?09
- Table 23: General purpose cleaners, Brazil, expenditure per capita (BRL), 2004?09
- Table 24: General purpose cleaners, Brazil, forecast expenditure per capita (BRL), 2009?14
- Table 25: General purpose cleaners, Brazil, expenditure per capita (\$), 2004?09
- Table 26: General purpose cleaners, Brazil, forecast expenditure per capita (\$), 2009?14
- Table 27: General purpose cleaners, Brazil, consumption per capita (liters), 2004?09

Table 28: General purpose cleaners, Brazil, forecast consumption per capita (liters), 2009?14

Table 29: General purpose cleaners, Russia, value by segment (RUBm), 2004?09

Table 30: General purpose cleaners, Russia, value forecast by segment (RUBm), 2009?14

Table 31: General purpose cleaners, Russia, value by segment (\$m), 2004?09

Table 32: General purpose cleaners, Russia, value forecast by segment (\$m), 2009?14

Table 33: General purpose cleaners, Russia, volume by segment (liters, million), 2004?09

Table 34: General purpose cleaners, Russia, volume forecast by segment (liters, million), 2009?14

Table 35: General purpose cleaners, Russia, brand share by value (%), 2008?09

Table 36: General purpose cleaners, Russia, value by brand (RUBm), 2008?09

Table 37: General purpose cleaners, Russia, company share by value (%), 2008?09

Table 38: General purpose cleaners, Russia, value by company (RUBm), 2008?09

Table 39: General purpose cleaners, Russia, distribution channels by value (%), 2008?09

Table 40: General purpose cleaners, Russia, value by distribution channel (RUBm), 2008?09

Table 41: General purpose cleaners, Russia, expenditure per capita (RUB), 2004?09

Table 42: General purpose cleaners, Russia, forecast expenditure per capita (RUB), 2009?14

Table 43: General purpose cleaners, Russia, expenditure per capita (\$), 2004?09

Table 44: General purpose cleaners, Russia, forecast expenditure per capita (\$), 2009?14

Table 45: General purpose cleaners, Russia, consumption per capita (liters), 2004?09

Table 46: General purpose cleaners, Russia, forecast consumption per capita (liters), 2009?14

Table 47: General purpose cleaners, India, value by segment (INRm), 2004?09

Table 48: General purpose cleaners, India, value forecast by segment (INRm), 2009?14

Table 49: General purpose cleaners, India, value by segment (\$m), 2004?09

Table 50: General purpose cleaners, India, value forecast by segment (\$m), 2009?14

Table 51: General purpose cleaners, India, volume by segment (liters, million), 2004?09

Table 52: General purpose cleaners, India, volume forecast by segment (liters, million), 2009?14

Table 53: General purpose cleaners, India, brand share by value (%), 2008?09

Table 54: General purpose cleaners, India, value by brand (INRm), 2008?09

Table 55: General purpose cleaners, India, company share by value (%), 2008?09

Table 56: General purpose cleaners, India, value by company (INRm), 2008?09

Table 57: General purpose cleaners, India, distribution channels by value (%), 2008?09

Table 58: General purpose cleaners, India, value by distribution channel (INRm), 2008?09

Table 59: General purpose cleaners, India, expenditure per capita (INR), 2004?09

Table 60: General purpose cleaners, India, forecast expenditure per capita (INR), 2009?14

Table 61: General purpose cleaners, India, expenditure per capita (\$), 2004?09

Table 62: General purpose cleaners, India, forecast expenditure per capita (\$), 2009?14

Table 63: General purpose cleaners, India, consumption per capita (liters), 2004?09

Table 64: General purpose cleaners, India, forecast consumption per capita (liters), 2009?14

Table 65: General purpose cleaners, China, value by segment (CNYm), 2004?09

Table 66: General purpose cleaners, China, value forecast by segment (CNYm), 2009?14

Table 67: General purpose cleaners, China, value by segment (\$m), 2004?09

Table 68: General purpose cleaners, China, value forecast by segment (\$m), 2009?14

Table 69: General purpose cleaners, China, volume by segment (liters, million), 2004?09

Table 70: General purpose cleaners, China, volume forecast by segment (liters, million), 2009?14

Table 71: General purpose cleaners, China, brand share by value (%), 2008?09

Table 72: General purpose cleaners, China, value by brand (CNYm), 2008?09

Table 73: General purpose cleaners, China, company share by value (%), 2008?09

Table 74: General purpose cleaners, China, value by company (CNYm), 2008?09

Table 75: General purpose cleaners, China, distribution channels by value (%), 2008?09

Table 76: General purpose cleaners, China, value by distribution channel (CNYm), 2008?09

Table 77: General purpose cleaners, China, expenditure per capita (CNY), 2004?09

Table 78: General purpose cleaners, China, forecast expenditure per capita (CNY), 2009?14

Table 79: General purpose cleaners, China, expenditure per capita (\$), 2004?09

Table 80: General purpose cleaners, China, forecast expenditure per capita (\$), 2009?14

Table 81: General purpose cleaners, China, consumption per capita (liters), 2004?09

Table 82: General purpose cleaners, China, forecast consumption per capita (liters), 2009?14

Table 83: Brazil general purpose cleaners new product launches reports, by company (top five companies), 2009

Table 84: Brazil general purpose cleaners new product launches SKUs, by company (top five companies), 2009

Table 85: Brazil general purpose cleaners new product launches (reports), by flavor and fragrances (top 10 flavors), 2009

Table 86: Brazil general purpose cleaners new product launches (reports), by ingredients (top 10 ingredients), 2009

Table 87: Brazil general purpose cleaners new product launches (reports), by package tags or claims, 2009

Table 88: Brazil general purpose cleaners new product launches - recent five launches (2009)

Table 89: Russia general purpose cleaners new product launches reports, by company (top five companies), 2009

Table 90: Russia general purpose cleaners new product launches SKUs, by company (top five companies), 2009

Table 91: Russia general purpose cleaners new product launches (reports), by flavor and fragrances (top 10 flavors), 2009

Table 92: Russia general purpose cleaners new product launches (reports), by ingredients (top 10 ingredients), 2009

Table 93: Russia general purpose cleaners new product launches (reports), by package tags or claims (top 10 claims), 2009

Table 94: Russia general purpose cleaners new product launches - recent five launches (2009)

Table 95: India general purpose cleaners new product launches reports, by company (top five companies), 2009

Table 96: India general purpose cleaners new product launches SKUs, by company (top five companies), 2009

Table 97: India general purpose cleaners new product launches (reports), by flavor and fragrances (top 10 flavors), 2009

Table 98: India general purpose cleaners new product launches (reports), by ingredients (top 10 ingredients), 2009

Table 99: India general purpose cleaners new product launches (reports), by package tags or claims , 2009

Table 100: India general purpose cleaners new product launches - recent five launches (2009)

Table 101: China general purpose cleaners new product launches reports, by company (top five companies), 2009

Table 102: China general purpose cleaners new product launches SKUs, by company (top five companies), 2009

Table 103: China general purpose cleaners new product launches (reports), by flavor

and fragrances, 2009

Table 104: China general purpose cleaners new product launches (reports), by ingredients (top 10 ingredients), 2009

Table 105: China general purpose cleaners new product launches (reports), by package tags or claims, 2009

Table 106: China general purpose cleaners new product launches - recent five launches (2009)

List Of Figures

LIST OF FIGURES

- Figure 1: General purpose cleaners market, BRIC, value (\$m), 2004?14
- Figure 2: General purpose cleaners market, BRIC, value (\$m) , 2004?09
- Figure 3: General purpose cleaners market, BRIC, value (\$m) , 2009?14
- Figure 4: General purpose cleaners market, BRIC, value growth analysis, 2004?14
- Figure 5: General purpose cleaners market, BRIC, volume (liters, million), 2004?14
- Figure 6: General purpose cleaners market, BRIC, volume (liters, million), 2004?09
- Figure 7: General purpose cleaners market, BRIC, volume (liters, million), 2009-14
- Figure 8: General purpose cleaners market, BRIC, volume growth analysis, 2004?14
- Figure 9: Global general purpose cleaners market split (\$m), top five vs BRIC countries, 2009-14
- Figure 10: Global general purpose cleaners market split (liters, million), top five vs BRIC countries, 2009-14
- Figure 11: General purpose cleaners, Brazil, value by segment (BRLm), 2004?14
- Figure 12: General purpose cleaners, Brazil, category growth comparison, by value, 2004?14
- Figure 13: General purpose cleaners, Brazil, volume by segment (liters, million), 2004?14
- Figure 14: General purpose cleaners, Brazil, category growth comparison, by volume, 2004?14
- Figure 15: General purpose cleaners, Brazil, company share by value (%), 2008?09
- Figure 16: General purpose cleaners, Brazil, distribution channels by value (%), 2008?09
- Figure 17: General purpose cleaners, Russia, value by segment (RUBm), 2004?14
- Figure 18: General purpose cleaners, Russia, category growth comparison, by value, 2004?14
- Figure 19: General purpose cleaners, Russia, volume by segment (liters, million), 2004?14
- Figure 20: General purpose cleaners, Russia, category growth comparison, by volume, 2004?14
- Figure 21: General purpose cleaners, Russia, company share by value (%), 2008?09
- Figure 22: General purpose cleaners, Russia, distribution channels by value (%), 2008?09
- Figure 23: General purpose cleaners, India, value by segment (INRm), 2004?14
- Figure 24: General purpose cleaners, India, category growth comparison, by value, 2004?14

Figure 25: General purpose cleaners, India, volume by segment (liters, million), 2004?14

Figure 26: General purpose cleaners, India, category growth comparison, by volume, 2004?14

Figure 27: General purpose cleaners, India, company share by value (%), 2008?09

Figure 28: General purpose cleaners, India, distribution channels by value (%), 2008?09

Figure 29: General purpose cleaners, China, value by segment (CNYm), 2004?14

Figure 30: General purpose cleaners, China, category growth comparison, by value, 2004?14

Figure 31: General purpose cleaners, China, volume by segment (liters, million), 2004?14

Figure 32: General purpose cleaners, China, category growth comparison, by volume, 2004?14

Figure 33: General purpose cleaners, China, company share by value (%), 2008?09

Figure 34: General purpose cleaners, China, distribution channels by value (%), 2008?09

Figure 35: Annual data review process

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