

Household Products in the BRIC (Brazil, Russia, India, China) Countries Market Overview and Forecasts to 2014

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Abstracts

Introduction

This report covers key aspects of the household products 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

Provides information on ten key categories within the household products market

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 set to be the most lucrative investment destination for the household products market in future.

China leads the household products market in terms of value among the BRIC nations.

Reasons to Purchase

Develop business strategies by understanding the quantitative trends within the household products market in high growth / emerging nations

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

Obtain insight into new product launches within the household products market in Brazil, Russia, India and China

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