

# Household Products in Middle East and Africa to 2013

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## Abstracts

### Introduction

This databook provides key data and information on the household products market covering seven countries in the Middle East and Africa region. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution and company share. This report also provides expenditure and consumption data for the historic and forecast periods.

### Scope

\*Contains information on: textile washing, dishwashing, general purpose cleaners, insecticides, air fresheners, bleach, scouring, toilet care & furniture polish

\*Market, category and segment level information on value and volume with historic (2003-2008) and forecast (2009-2013) data

\*Category level company share as well as distribution share information for 2007 and 2008

\*Review of the top two companies within the household products market, including company overview, key facts and business description

### Highlights

The market for household products in Middle East and Africa increased at a compound annual growth rate of 4.1% between 2003 and 2008.

The textile washing products category led the household products market in Middle East

and Africa, accounting for a share of 55.4%.

The leading players in the Middle East and African household products market include Unilever, Procter & Gamble Company, The and Reckitt Benckiser PLC.

### **Reasons to Purchase**

\*Develop business strategies by understanding the quantitative trends within the household products market in Middle East and Africa

\*Design effective marketing and sales strategies by identifying key market categories and segments

\*Identify key players within the market to plan lucrative M&A, partnerships and agreements

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