

Laundry Care - Philippines

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Euromonitor International Ltd

Date: Aug, 2010

Pages: 30

Price: US\$ 900.00

ID: LA766212A5AEN

Consumers adjusted their laundry care practices while staying loyal to trusted brands to cope with the effects of the recession in 2009. Low-income consumers, which comprise the bulk of the population, switched to smaller pack sizes to lessen their cash outlay per purchase. Middle-income consumers, on the other hand, tried to stretch their usage of laundry care products as they tightened their monthly household budgets.

Euromonitor International's Laundry Care in Philippines market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2014 illustrate how the market is set to change.

Product coverage: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- Get a detailed picture of the Home Care industry;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 30 years experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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