

# Global Household Cleaners Market Survey and Trend Research 2018

<https://marketpublishers.com/r/GD472A22850EN.html>

Date: June 2018

Pages: 84

Price: US\$ 2,600.00 (Single User License)

ID: GD472A22850EN

## Abstracts

### Summary

This report describes the development of the industry by upstream & downstream, industry overall and development, key companies, as well as type segment & market application and so on, and makes a scientific prediction for the development industry prospects on the basis of analysis, finally, analyzes opportunities for investment in the industry at the end of the report.

### Industry Chain

Raw Materials

Cost

Technology

Consumer Preference

### Industry Overall:

History

Development & Trend

Market Competition

Trade Overview

Policy

Region (North America, Europe, Asia-Pacific, South America, Middle East, Africa):

Regional Market

Production Development

Sales

Regional Trade

Regional Forecast

Company (Bombril, Colgate Palmolive, McBride, Church & Dwight, Kao Corporation, Kao Corporation, Godrej Consumer Products, SC Johnson & Son, Clorox Company, Seventh Generation, Procter & Gamble, Reckitt Benckiser Group, Unilever etc.):

Company Profile

Product & Service

Business Operation Data

Market Share

Investment Analysis:

Market Features

Investment Opportunity

Investment Calculation



## Contents

### **PART 1 INDUSTRY OVERVIEW**

- 1.1 Household Cleaners Industry
  - 1.1.1 Definition
  - 1.1.2 Industry Trend
- 1.2 Industry Chain
  - 1.2.1 Upstream
  - 1.2.2 Technology
  - 1.2.3 Cost Structure
  - 1.2.4 Consumer Preference
  - 1.2.2 Downstream

### **PART 2 INDUSTRY OVERALL**

- 2.1 Industry History
- 2.2 Development Prospect
- 2.3 Competition Structure
- 2.4 Relevant Policy
- 2.5 Trade Overview

### **PART 3 HOUSEHOLD CLEANERS MARKET BY PRODUCT**

- 3.1 Products List of Major Companies
- 3.2 Market Size
- 3.3 Market Forecast

### **4 KEY COMPANIES LIST**

- 4.1 Bombril (Company Overview, Sales Data etc.)
  - 4.1.1 Company Overview
  - 4.1.2 Products and Services
  - 4.1.3 Business Analysis
- 4.2 Colgate Palmolive (Company Overview, Sales Data etc.)
  - 4.2.1 Company Overview
  - 4.2.2 Products and Services
  - 4.2.3 Business Analysis
- 4.3 McBride (Company Overview, Sales Data etc.)

- 4.3.1 Company Overview
- 4.3.2 Products and Services
- 4.3.3 Business Analysis
- 4.4 Church & Dwight (Company Overview, Sales Data etc.)
  - 4.4.1 Company Overview
  - 4.4.2 Products and Services
  - 4.4.3 Business Analysis
- 4.5 Kao Corporation (Company Overview, Sales Data etc.)
  - 4.5.1 Company Overview
  - 4.5.2 Products and Services
  - 4.5.3 Business Analysis
- 4.6 Kao Corporation (Company Overview, Sales Data etc.)
  - 4.6.1 Company Overview
  - 4.6.2 Products and Services
  - 4.6.3 Business Analysis
- 4.7 Godrej Consumer Products (Company Overview, Sales Data etc.)
  - 4.7.1 Company Overview
  - 4.7.2 Products and Services
  - 4.7.3 Business Analysis
- 4.8 SC Johnson & Son (Company Overview, Sales Data etc.)
  - 4.8.1 Company Overview
  - 4.8.2 Products and Services
  - 4.8.3 Business Analysis
- 4.9 Clorox Company (Company Overview, Sales Data etc.)
  - 4.9.1 Company Overview
  - 4.9.2 Products and Services
  - 4.9.3 Business Analysis
- 4.10 Seventh Generation (Company Overview, Sales Data etc.)
  - 4.10.1 Company Overview
  - 4.10.2 Products and Services
  - 4.10.3 Business Analysis
- 4.11 Procter & Gamble (Company Overview, Sales Data etc.)
- 4.12 Reckitt Benckiser Group (Company Overview, Sales Data etc.)
- 4.13 Unilever (Company Overview, Sales Data etc.)

## **PART 5 MARKET COMPETITION**

- 5.1 Companies Competition
- 5.2 Industry Competition Structure Analysis

- 5.2.1 Rivalry
- 5.2.2 Threat of New Entrants
- 5.2.3 Substitutes
- 5.2.4 Bargaining Power of Suppliers
- 5.2.5 Bargaining Power of Buyers

## **PART 6 MARKET DEMAND BY SEGMENT**

- 6.1 Demand Situation
  - 6.1.1 Industry Application Status
  - 6.1.2 Industry SWOT Analysis
    - 6.1.2.1 Strengths
    - 6.1.2.2 Weaknesses
    - 6.1.2.3 Opportunities
    - 6.1.2.4 Threats
- 6.2 Major Customer Survey
- 6.3 Demand Forecast

## **PART 7 REGION OPERATION**

- 7.1 Regional Market
- 7.2 Production and Sales by Region
  - 7.2.1 Production
  - 7.2.2 Sales
  - 7.2.3 Trade
- 7.3 Regional Forecast

## **PART 8 MARKET INVESTMENT**

- 8.1 Market Features
  - 8.1.1 Product Features
  - 8.1.2 Price Features
  - 8.1.3 Channel Features
  - 8.1.4 Purchasing Features
- 8.2 Investment Opportunity
  - 8.2.1 Regional Investment Opportunity
  - 8.2.2 Industry Investment Opportunity
- 8.3 Investment Calculation
  - 8.3.1 Cost Calculation

8.3.2 Revenue Calculation

8.3.3 Economic Performance Evaluation

## **PART 9 CONCLUSION**

## List Of Tables

### LIST OF TABLES

#### **TABLE GLOBAL HOUSEHOLD CLEANERS MARKET 2012-2017, BY TYPE, IN USD MILLION**

Table Global Household Cleaners Market 2012-2017, by Type, in Volume

Table Global Household Cleaners Market Forecast 2018-2023, by Type, in USD Million

Table Global Household Cleaners Market Forecast 2018-2023, by Type, in Volume

Table Bombril Overview List

Table Household Cleaners Business Operation of Bombril (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Colgate Palmolive Overview List

Table Household Cleaners Business Operation of Colgate Palmolive (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table McBride Overview List

Table Household Cleaners Business Operation of McBride (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Church & Dwight Overview List

Table Household Cleaners Business Operation of Church & Dwight (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Kao Corporation Overview List

Table Household Cleaners Business Operation of Kao Corporation (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Kao Corporation Overview List

Table Household Cleaners Business Operation of Kao Corporation (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Godrej Consumer Products Overview List

Table Household Cleaners Business Operation of Godrej Consumer Products (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table SC Johnson & Son Overview List

Table Household Cleaners Business Operation of SC Johnson & Son (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Clorox Company Overview List

Table Household Cleaners Business Operation of Clorox Company (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Seventh Generation Overview List

Table Household Cleaners Business Operation of Seventh Generation (Sales Revenue,



Sales Volume, Price, Cost, Gross Margin)

Table Procter & Gamble Overview List

Table Household Cleaners Business Operation of Procter & Gamble (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Reckitt Benckiser Group Overview List

Table Household Cleaners Business Operation of Reckitt Benckiser Group (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Unilever Overview List

Table Household Cleaners Business Operation of Unilever (Sales Revenue, Sales Volume, Price, Cost, Gross Margin)

Table Global Household Cleaners Sales Revenue 2012-2017, by Companies, in USD Million

Table Global Household Cleaners Sales Revenue Share, by Companies, in USD Million

Table Global Household Cleaners Sales Volume 2012-2017, by Companies, in Volume

Table Global Household Cleaners Sales Revenue Share, by Companies in 2017, in Volume

Table Household Cleaners Demand 2012-2017, by Application, in USD Million

Table Household Cleaners Demand 2012-2017, by Application, in Volume

Table Household Cleaners Demand Forecast 2018-2023, by Application, in USD Million

Table Household Cleaners Demand Forecast 2018-2023, by Application, in Volume

Table Global Household Cleaners Market 2012-2017, by Region, in USD Million

Table Global Household Cleaners Market 2012-2017, by Region, in Volume

Table Household Cleaners Market Forecast 2018-2023, by Region, in USD Million

Table Household Cleaners Market Forecast 2018-2023, by Region, in Volume

## List Of Figures

### LIST OF FIGURES

Figure Household Cleaners Industry Chain Structure

Figure Global Household Cleaners Market Growth 2012-2017, by Type, in USD Million

Figure Global Household Cleaners Market Growth 2012-2017, by Type, in Volume

Figure Global Household Cleaners Sales Revenue Share, by Companies in 2017, in USD Million

Figure Global Household Cleaners Sales Volume Share 2012-2017, by Companies, in Volume

Figure Production Development by Region

Figure Sales List by Region

## I would like to order

Product name: Global Household Cleaners Market Survey and Trend Research 2018

Product link: <https://marketpublishers.com/r/GD472A22850EN.html>

Price: US\$ 2,600.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GD472A22850EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970