

Global Household Care Market: Size, Trends & Forecast with Impact Analysis of COVID 19 (2021-2025)

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Abstracts

The report titled “Global Household Care Market: Size, Trends & Forecast with Impact Analysis of COVID 19 (2021-2025)”, provides an in-depth analysis of the Global household care market by value, by product, by region, etc. The report provides a regional analysis of the household care market, including the following regions: North America, Europe, Asia Pacific excluding China, China, and Rest of the World. The report also provides a detailed analysis of the COVID-19 impact on the household care market.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall household care market has also been forecasted for the period 2021-2025, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The Global Household care market is fragmented with many major market players operating worldwide. The manufacturers of household care produce different types of products to cater to the needs of various sectors. The key players of the Global household care market are The Procter & Gamble Company, Unilever Group, Henkel AG & Co. KGaA, and Reckitt are also profiled with their financial information and respective business strategies.

Regional Coverage

North America

Europe

Asia Pacific excluding China

China

Rest of the World

Company Coverage

The Procter & Gamble Company

Unilever Group

Henkel AG & Co. KGaA

Reckitt

Executive Summary

The term 'household care' refers to goods that are used to clean and maintain the hygiene of a household. These commodities are frequently associated with the cleaning of surfaces, laundry, or utensils, as well as other household items. The household care sector is further segmented on the basis of product (Home Care, Fabric Care, and Personal Hygiene). The Household care products help reduce the transmission of germs and diseases.

While most of the industries worldwide suffered a negative impact of COVID-19, the Global household care market witnessed a positive impact on it. Initially, the market witnessed a heavy demand and a changed consumer behavior where households used to hoard the supplies, in addition to this, the online penetration of consumers increased and more emphasis on self-care and health care was given by the consumers.

The Global household care market has increased during the years 2019-2020 and projections are made that the market would rise in the next four years i.e. 2021-2025. The Global household care market is expected to increase due to the increasing health and hygiene accessibility, growing penetration of e-commerce, increasing literacy rate,

growing per capita spending, growing penetration of white goods, rising middle class population/spending, rising number of female participations in workforce and rise in nuclear families, yet the market faces some challenges such as, economic downturn, high competition, easy existence of counterfeit products, etc.

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