

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

<https://marketpublishers.com/r/G136593BFACEEN.html>

Date: December 2021

Pages: 102

Price: US\$ 950.00 (Single User License)

ID: G136593BFACEEN

## **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.

## Contents

### 1. EXECUTIVE SUMMARY

### 2. INTRODUCTION

- 2.1 Household Care: An Overview
- 2.2 Household Care: Advantages and Disadvantages
- 2.3 Household Care Segmentation: An Overview
  - 2.3.1 Household Care Segmentation by Product Type
  - 2.3.2 Home Care Products
  - 2.3.3 Fabric Care Products
  - 2.3.4 Personal Hygiene Products
  - 2.3.5 Household Care Segmentation by Retail Channel

### 3. GLOBAL MARKET ANALYSIS

- 3.1 Global Household Care Market: An Analysis
  - 3.1.1 Global Household Care Market by Value
  - 3.1.2 Global Household Care Market by Region (North America, Europe, Asia Pacific excluding China, China, and Rest of the World)

### 4. REGIONAL MARKET ANALYSIS

- 4.1 Europe Household Care Market: An Analysis
  - 4.1.1 Europe Household Care Market by Value
- 4.2 North America Household Care Market: An Analysis
  - 4.2.1 North America Household Care Market by Value
- 4.3 Asia Pacific excluding China Household Care Market: An Analysis
  - 4.3.1 Asia Pacific excluding China Household Care Market by Value
- 4.4 China Household Care Market: An Analysis
  - 4.4.1 China Household Care Market by Value
  - 4.4.2 China Household Care Market by Segment (Fabric Care, Home Care, and Personal Hygiene)
  - 4.4.3 China Household Care Market by Retail Channels (Hypermarkets & Supermarkets, Online, Chain Stores, Non-Chain Stores, And Others)
  - 4.4.4 China Fabric Care Market by Value
  - 4.4.5 China Fabric Care Market Value by Segment
  - 4.4.6 China Personal Hygiene Market by Value

- 4.4.7 China Personal Hygiene Market Value by Segment
- 4.4.8 China Home Care Market by Value
- 4.4.9 China Home Care Market Value by Segment
- 4.4.10 China Non-Chain Grocery Stores Household Care Market by Value
- 4.4.11 China Chain Stores Household Care Market by Value
- 4.4.12 China Hypermarkets & Supermarkets Household Care Market by Value
- 4.4.13 China Online Household Care Market by Value
- 4.4.14 China Other Household Care Market by Value
- 4.5 Rest of World Household Care Market: An Analysis
  - 4.5.1 Rest of World Household Care Market by Value

## **5. IMPACT OF COVID**

- 5.1 Impact of COVID-19 on Global Household Care Market
  - 5.1.1 Impact of COVID-19 on the Global Consumer Behavior
  - 5.1.2 Rising Emphasis on Self Care and Hygiene
  - 5.1.3 Supply Chain Disruption
  - 5.1.4 Rising Digital Sales

## **6.MARKET DYNAMICS**

- 6.1 Growth Driver
  - 6.1.1 Increasing Health and Hygiene Accessibility
  - 6.1.2 Growing Penetration Of e-commerce
  - 6.1.3 Increasing Literacy Rate
  - 6.1.4 Growing Per Capita Spending
  - 6.1.5 Growing Penetration of White Goods
  - 6.1.6 Rising Middle Class Population/Spending
  - 6.1.7 Rising Number of Female Participation in Workforce
  - 6.1.8 Rise in Nuclear Families
- 6.2 Challenges
  - 6.2.1 Economic Downturn
  - 6.2.2 High Competition
  - 6.2.3 Easy Existence of Counterfeit Products
- 6.3 Market Trends
  - 6.3.1 Product Innovations
  - 6.3.2 Collaboration with Various Apps
  - 6.3.3 Surge in Intelligent Advertising Campaigns
  - 6.3.4 Sustainable and Natural Products on High Demand

### 6.3.5 Growth in Demand for Premium Household Care Products

## **7. COMPETITIVE LANDSCAPE**

### 7.1 Global Household Care Market Players: A Financial Comparison

### 7.2 Global Household Care Market Players: Research & Development Expenses Comparison

## **8. COMPANY PROFILES**

### 8.1 The Procter & Gamble Company

#### 8.1.1 Business Overview

#### 8.1.2 Financial Overview

#### 8.1.3 Business Strategy

### 8.2 Unilever Group

#### 8.2.1 Business Overview

#### 8.2.2 Financial Overview

#### 8.2.3 Business Strategy

### 8.3 Henkel AG & Co. KGaA

#### 8.3.1 Business Overview

#### 8.3.2 Financial Overview

#### 8.3.3 Business Strategy

### 8.4 Reckitt

#### 8.4.1 Business Overview

#### 8.4.2 Financial Overview

#### 8.4.3 Business Strategy

## List Of Figures

### LIST OF FIGURES

Figure 1: Ingredients of Household Care

Figure 2: Advantages and Disadvantages of Household Care

Figure 3: Home Care Segmentation by Product Type

Figure 4: Fabric Care Segmentation by Product Type

Figure 5: Personal Hygiene Segmentation by Product Type

Figure 6: Household Care Segmentation by Retail Channel

Figure 7: Global Household Care Market by Value; 2016-2020 (US\$ Billion)

Figure 8: Global Household Care Market by Value; 2021-2025 (US\$ Billion)

Figure 9: Global Household Care Market by Region; 2020 (Percentage, %)

Figure 10: Europe Household Care Market by Value; 2016-2020 (US\$ Billion)

Figure 11: Europe Household Care Market by Value; 2021-2025 (US\$ Billion)

Figure 12: North America Household Care Market by Value; 2016-2020 (US\$ Billion)

Figure 13: North America Household Care Market by Value; 2021-2025 (US\$ Billion)

Figure 14: Asia Pacific excluding China Household Care Market by Value; 2016-2020 (US\$ Billion)

Figure 15: Asia Pacific excluding China Household Care Market by Value; 2021-2025 (US\$ Billion)

Figure 16: China Household Care Market by Value; 2016-2020 (US\$ Billion)

Figure 17: China Household Care Market by Value; 2021-2025 (US\$ Billion)

Figure 18: China Household Care Market by Segment; 2020 (Percentage, %)

Figure 19: China Household Care Market by Retail Channel; 2020 (Percentage, %)

Figure 20: China Fabric Care Market by Value; 2016-2020 (US\$ Billion)

Figure 21: China Fabric Care Market by Value; 2021-2025 (US\$ Billion)

Figure 22: China Fabric Care Market Value by Segment; 2016-2020 (US\$ Billion)

Figure 23: China Fabric Care Market Value by Segment; 2021-2025 (US\$ Billion)

Figure 24: China Personal Hygiene Market by Value; 2016-2020 (US\$ Billion)

Figure 25: China Personal Hygiene Market by Value; 2021-2025 (US\$ Billion)

Figure 26: China Personal Hygiene Market Value by Segment; 2016-2020 (US\$ Billion)

Figure 27: China Personal Hygiene Market Value by Segment; 2021-2025 (US\$ Billion)

Figure 28: China Home Care Market by Value; 2016-2020 (US\$ Billion)

Figure 29: China Home Care Market by Value; 2021-2025 (US\$ Billion)

Figure 30: China Home Care Market Value by Segment; 2016-2020 (US\$ Billion)

Figure 31: China Home Care Market Value by Segment; 2021-2025 (US\$ Billion)

Figure 32: China Non-Chain Grocery Stores Household Care Market by Value; 2016-2020 (US\$ Million)



Figure 33: China Non-Chain Grocery Stores Household Care Market by Value; 2021-2025 (US\$ Billion)

Figure 34: China Chain Stores Household Care Market by Value; 2016-2020 (US\$ Billion)

Figure 35: China Chain Stores Household Care Market by Value; 2021-2025 (US\$ Billion)

Figure 36: China Hypermarkets & Supermarkets Household Care Market by Value; 2016-2020 (US\$ Billion)

Figure 37: China Hypermarkets & Supermarkets Household Care Market by Value; 2021-2025 (US\$ Million)

Figure 38: China Online Household Care Market by Value; 2016-2020 (US\$ Billion)

Figure 39: China Online Household Care Market by Value; 2021-2025 (US\$ Billion)

Figure 40: China Other Household Care Market by Value; 2016-2020 (US\$ Million)

Figure 41: China Other Household Care Market by Value; 2021-2025 (US\$ Million)

Figure 42: Rest of World Household Care Market by Value; 2016-2020 (US\$ Billion)

Figure 43: Rest of World Household Care Market by Value; 2021-2025 (US\$ Billion)

Figure 44: The US Market Growth in Health & Personal Care Sector during COVID-19; (Percentage, %)

Figure 45: E-commerce Share of Total Global FMCG Sales; 2020 (Percentage, %)

Figure 46: Global Accessibility of Basic Hygiene Services 2015-2030 (Percentage, %)

Figure 47: Global Retail e-commerce sales; 2017-2024 (US\$ Trillion)

Figure 48: Global Literacy Rate: 2016-2020 (Percentage, %)

Figure 49: Global Per Capita Spending on Household Care Products by Region: 2015 – 2022 (US\$)

Figure 50: Annual Change in Real GDP; 2020-2022 (Percentage, %)

Figure 51: Global Household Care Market Players by Research and Development Expenses; 2017-2021 (US\$ Billion)

Figure 52: The Procter & Gamble Company Net Sales; 2017-2021 (US\$ Billion)

Figure 53: The Procter & Gamble Company Net Sales by Segments; 2021 (Percentage, %)

Figure 54: The Procter & Gamble Company Net Sales by Region; 2021 (Percentage, %)

Figure 55: Unilever Group Turnover; 2016-2020 (US\$ Billion)

Figure 56: Unilever Group Turnover by Segments; 2020 (Percentage, %)

Figure 57: Unilever Group Turnover by Region; 2020 (Percentage, %)

Figure 58: Henkel AG & Co. KGaA Sales; 2016-2020 (US\$ Billion)

Figure 59: Henkel AG & Co. KGaA Sales by Segments; 2020 (Percentage, %)

Figure 60: Henkel AG & Co. KGaA Sales by Region; 2020 (Percentage, %)

Figure 61: Reckitt Net Revenue; 2016-2020 (US\$ Billion)

Figure 62: Reckitt Net Revenue by Segments; 2020 (Percentage, %)



Table 1: Expected Permanence of Consumer Habits from COVID-19

Table 2: Global Household Care Market Players: A Financial Comparison; 2020/2021

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