

2021 Energy Label: An Appliance Brand Challenge and Cold Washing Accelerator

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Abstracts

The European Commission will introduce new energy label legislation in 2021 covering washing machines, washer dryers, refrigeration appliances and automatic dishwashing products. The new legislation is much tougher than previous iterations and promises to have a significant impact in the EU and beyond. Not only will brands need to invest in efficiency upgrades to rank well in the new system, but also the use of nudge theory means all stakeholders are being pushed towards lower wash temperatures.

Euromonitor International's 2021 Energy Label: An Appliance Brand Challenge and Cold Washing Accelerator global briefing offers an insight into to the size and shape of the Home Care market, highlights buzz topics, emerging regions, countries and categories as well as pressing industry issues and white spaces. It identifies the opportunity zones within home care, analyses leading companies and brands and offers strategic analysis of major factors influencing the market - be they new product developments, packaging/ format /ingredients innovations, economic/lifestyle/environmental influences, distribution or retail pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

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 market;

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.

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