

Amway Corp in Home Care (Global)

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Abstracts

Amway Corp is looking to develop share in emerging markets to offset market maturity in its traditional geographies. However, most of its development focus and investment is on consumer health and beauty and personal care. The company has brought its home care under umbrella brands, but appears to be struggling to add value to the portfolio; however, the products benefit from the brand equity of the rest of the portfolio, and are being successfully piggy-backed into the company's new markets...

Euromonitor International's Amway Corp in Home Care (Global) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Home Care market. The report examines company shares by region and sector, brand portfolio and new product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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.

Euromonitor International has over 40 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, Sydney, Tokyo and Bangalore and a network of over 800 analysts Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Scope of the Report
Strategic Evaluation
Competitive Positioning
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Geographic and Category Opportunities
Brand Strategy
Operations
Recommendations

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