

Chemical Products in Italy

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Abstracts

In 2019, following stable turnover growth in the previous year, the Italian household cleaning and personal care products sector recorded falling production growth, owing to decreasing domestic demand due to a deceleration in the country's economy's growth. The European Commission reported that in 2019, Italian GDP rose only marginally, following 2% growth in 2018, hence Italian household disposable incomes and employment also saw a slowdown in growth, which was reflected in shrinking domestic d...

Euromonitor International's Industrial reports provide a 360 degree view of an industry. The Industrial market report offers a comprehensive guide to the size and shape of the Chemical Products market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Basic Chemicals, Fertilisers and Nitrogen Compounds, Household Cleaning and Personal Care Products, Man-made Fibres, Paints and Varnishes, Pesticides and Other Agro-chemical Products, Photochemicals, Explosives and Other Chemicals, Plastic in Primary Forms and Synthetic Rubber.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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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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