

Church & Dwight Co Inc in Home Care (World)

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Abstracts

Recent changes in US laundry care have significantly increased the competitive pressure on Church & Dwight. This profile examines how the company's core value-orientated positioning is being squeezed by factors such as Procter & Gamble's ongoing development of a lower-priced Tide range and Henkel's acquisition of Sun Products. It also examines Church & Dwight's response to the threat represented by major home care rivals' efforts to draw demand upmarket through innovation.

Euromonitor International's Church & Dwight Co Inc in Home Care (World) 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.

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