

# Consumer Systems and Home Automation - A Disruptive End to Silo Thinking

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## Abstracts

In a world that now seems more about disruption than stability, it is always better to be the disruptor than the disrupted - and that means pushing horizons outwards. Strategy needs to be built as part of a wider consumer system rather than at product silo level. Consumer systems are about breaking down walls instead of building them, creating incremental profit opportunities, and preparing for disruptive threats that can come from any direction across the system.

Euromonitor International's Consumer Systems and Home Automation - A Disruptive End to Silo Thinking 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.

**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 worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Introduction  
Examining consumer systems  
Meeting Consumer Needs  
Conclusion

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