

Crisis Psychology, Consumption And Enforcement: Water Scarcity and Day Zero

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Abstracts

Considering COVID-19, a time when society is facing unprecedented change, this report which focuses on water scarcity in Cape Town circa 2018 makes for useful reference. Not least because its focus is on crisis and its conclusions indicate that once a society goes through a state of crisis previous patterns of life/consumption do not readily return. Instead a compromise or halfway house results which is our medium term forecast for impact on the home care market through 2021 and beyond.

Euromonitor International's Crisis Psychology, Consumption And Enforcement: Water Scarcity and Day Zero 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.

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
Water Scarcity Psychologies
Government, Brands and Consumers
Key Opportunities
Conclusions

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