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Dial Up: Laundry Settings Echoing Consumers Lifestyles to Remain Relevant

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Abstracts

Washing machine programme settings are a secondary selling point for consumers; however, they interact with the dial on a weekly or daily basis, hence the need for washing machine manufacturers to ensure the relevance of settings throughout the replacement cycle of the appliance. Although washing machines remain slow-moving goods, consumer lifestyles and washing habits are evolving at a fast pace which means manufacturers must find a way to continuously deliver new technology to consumers.

Euromonitor International's Dial Up: Laundry Settings Echoing Consumers Lifestyles to Remain Relevant 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.

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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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