

Dishwashing - Philippines

<https://marketpublishers.com/r/DD6644D2ED6EN.html>

Date: August 2010

Pages: 25

Price: US\$ 990.00 (Single User License)

ID: DD6644D2ED6EN

Abstracts

In 2009, low-income consumers went back to basics by using bar detergents to wash their plates, utensils and cookware. Bar detergents are perceived to be cheaper alternatives to specialist dishwashing products. Meanwhile, a significant portion of middle-income consumers shifted from liquid to paste formats to reduce household expenditure during the economic downturn. Furthermore, there was an influx of low-priced Chinese brands and generic dishwashing products in the country, which provided...

Euromonitor International's Dishwashing in Philippines market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), 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 to 2014 illustrate how the market is set to change.

Product coverage: Automatic Dishwashing, Dishwashing Additives, Hand Dishwashing.

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 industry;

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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Executive Summary

Slowdown in Demand in 2009

Manufacturers Offer Value for Money Options To Consumers

Procter & Gamble Philippines Inc Retains Leading Position

Supermarkets/hypermarkets Remains the Preferred Distribution Channel

Home Care Is Expected To Improve Its Performance Over the Forecast Period

Key Trends and Developments

Sales of Private Label Products Remain Small

Consumers Switch To More Affordable Alternatives

Local Eco-friendly Brands and Products Become More Visible

Supermarkets/hypermarkets Leads Home Care

Multinational Players Continue To Control the Industry

Market Indicators

Table 1 Households 2004-2009

Market Data

Table 2 Sales of Home Care by Sector: Value 2004-2009

Table 3 Sales of Home Care by Sector: % Value Growth 2004-2009

Table 4 Home Care Company Shares 2005-2009

Table 5 Home Care Brand Shares 2006-2009

Table 6 Penetration of Private Label by Sector 2004-2009

Table 7 Sales of Home Care by Distribution Format: % Analysis 2004-2009

Table 8 Sales of Home Care by Sector and Distribution Format: % Analysis 2009

Table 9 Forecast Sales of Home Care by Sector: Value 2009-2014

Table 10 Forecast Sales of Home Care by Sector: % Value Growth 2009-2014

Definitions

Summary 1 Research Sources

AcS Manufacturing Corp

Strategic Direction

Key Facts

Summary 2 ACS Manufacturing Corp: Key Facts

Company Background

Production

Competitive Positioning

Summary 3 ACS Manufacturing Corp: Competitive Position 2009

Green Cross Inc

Strategic Direction

Key Facts

- Summary 4 Green Cross Inc: Key Facts
- Company Background
- Production
- Competitive Positioning
- Summary 5 Green Cross Inc: Competitive Position 2009
- Lamoian Corp
- Strategic Direction
- Key Facts
- Summary 6 Lamoian Corp: Key Facts
- Summary 7 Lamoian Corp: Operational Indicators
- Company Background
- Production
- Competitive Positioning
- Summary 8 Lamoian Corp: Competitive Position 2009
- Philusa Corp
- Strategic Direction
- Key Facts
- Summary 9 Philusa Corp: Key Facts
- Summary 10 Philusa Corp: Operational Indicators
- Company Background
- Production
- Competitive Positioning
- Summary 11 Philusa Corp: Competitive Position 2009
- Plantex Solution Manufacturing Corp
- Strategic Direction
- Key Facts
- Summary 12 Plantex Solution Manufacturing Corp: Key Facts
- Company Background
- Production
- Competitive Positioning
- Headlines
- Trends
- Competitive Landscape
- Prospects
- Category Indicators
- Table 11 Household Penetration of Dishwashers 2004-2009
- Category Data
- Table 12 Sales of Dishwashing Products by Subsector: Value 2004-2009
- Table 13 Sales of Dishwashing Products by Subsector: % Value Growth 2004-2009

Table 14 Dishwashing Products Company Shares 2005-2009

Table 15 Dishwashing Products Brand Shares 2006-2009

Table 16 Forecast Sales of Dishwashing Products by Subsector: Value 2009-2014

Table 17 Forecast Sales of Dishwashing Products by Subsector: % Value Growth
2009-2014

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