

Domestic Hygiene Beyond the Pandemic in Developing/Emerging Markets

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Date: September 2022

Pages: 53

Price: US\$ 1,325.00 (Single User License)

ID: D8E59DAEBAE2EN

Abstracts

With health at the center of attention since the pandemic, interest in products that clean and disinfect has grown. Domestic hygiene has become an important subtheme in Home Care, especially in developing/emerging markets. Historical under-penetration, low per capita spending, favorable macroeconomic factors, and rising consumer awareness give companies big potential. Understanding consumer habits and tailoring products to their domestic hygiene needs is expected to yield benefits over the forec...

Euromonitor International's Domestic Hygiene Beyond the Pandemic in Developing/Emerging Markets 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.

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