

Esselunga SpA in Home Care (Italy)

<https://marketpublishers.com/r/E09F9BEA4FBEN.html>

Date: May 2015

Pages: 3

Price: US\$ 572.00 (Single User License)

ID: E09F9BEA4FBEN

Abstracts

Esselunga is expected to continue to enlarge its private label product lines in home care. In the forecast period the company will launch new concentrated dishwashing, laundry care, bleach and surface care private label products, in order to meet the rising demand for cheaper products from its clientele. This strategy has proven to be very useful in the past, as Esselunga was one of the few private label brands in home care to register a positive performance in 2014. This will also permit the...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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

Strategic Direction

Key Facts

Summary 1 Esselunga SpA: Key Facts

Summary 2 Esselunga SpA: Operational Indicators in Home Care

Internet Strategy

Summary 3 Esselunga SpA: Share of Sales Generated by Internet Retailing

Company Background

Private Label

Summary 4 Esselunga SpA: Private Label Portfolio

Competitive Positioning

Summary 5 Esselunga SpA: Competitive Position 2014

I would like to order

Product name: Esselunga SpA in Home Care (Italy)

Product link: <https://marketpublishers.com/r/E09F9BEA4FBEN.html>

Price: US\$ 572.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E09F9BEA4FBEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970