

From Sustainability to Purpose: Laundry & Auto Dish Detergent Brand Packaging Policies

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Abstracts

Leading laundry and dishwashing detergent makers are frequent targets for environmental campaigners due to a plastic packaging dependence intrinsic to the FMCG industry for decades. Plastic addiction is a critical issue, classed as a major corporate risk in shareholder reports from some brands. Solutions so far have focused on better ways of using plastic (recycling and biodegradable options), but the rising reuse and refill trend among Conscious Consumers offers superior “closed loop” ideas.

Euromonitor International's From Sustainability to Purpose: Laundry & Auto Dish Detergent Brand Packaging Policies 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.

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