

Gotta Have Soul: The Connected Home, AI and Smart Systems Get an Injection of “Humanity” - Part IV

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Abstracts

This report maps out in Part IV the appliance brand strategies that have formed around implementing the Connected smart home, with all the benefits and pitfalls implied. The consumer systems introduced in Part II of this report are explored going into future forecasts of penetration of smart devices and consumer propositions, with futurism around the trends and where the evidence points to this journey taking consumer systems. There follows a conclusion on overall direction for all four parts.

Euromonitor International's Gotta Have Soul: The Connected Home, AI and Smart Systems Get an Injection of “Humanity” - Part IV 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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