

Henkel AG & Co KGaA in Home Care (World)

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Abstracts

As the fourth largest home care player in the world, Henkel derives most of its industry revenue from its laundry care business, while dishwashing and toilet care have grown the strongest. Despite a decline in market share, the company managed to grow its business from market momentum. Sustainable development and digital transformation are at the heart of Henkel's Purposeful Growth Ambition. Henkel has significantly increased its investment in these areas.

Euromonitor International's Henkel AG & Co KGaA in Home Care (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Home Care market. The report examines company shares by region and sector, brand portfolio and new product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving 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.

Contents

Scope of the report
Introduction
State of play
Exposure to future growth
Competitive positioning
Company strategy
Laundry care
Dishwashing
Toilet care
Surface care
Key findings
Appendix

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