

Home Care in Australia

<https://marketpublishers.com/r/H5B47D06DC0EN.html>

Date: April 2024

Pages: 65

Price: US\$ 2,650.00 (Single User License)

ID: H5B47D06DC0EN

Abstracts

In the broader home care industry, growth in unit prices remained relatively high in Australia in 2023. Amidst economic uncertainties, consumers proactively adjusted their spending habits, often by paring down the number of products in their shopping baskets. This trend contributed to limited volume growth, whilst current value growth remained high in Australia in 2023. Price-consciousness became a dominant factor, with consumers strategically timing their purchases during promotional periods an...

Euromonitor International's Home Care in Australia market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

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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Euromonitor International
April 2024

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