

Home Care in Austria

<https://marketpublishers.com/r/HCDAEDBA390EN.html>

Date: February 2024

Pages: 64

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

ID: HCDAEDBA390EN

Abstracts

In 2023, home care recorded current value growth, primarily driven by price increases attributable to inflation and, in a few instances, premiumisation and innovation. The escalating time constraints of local consumers have fuelled the demand for quick, convenient home care solutions that offer lasting effects. This includes longer-lasting scents and cleanliness in laundry care and toilet care and high-efficiency products that disinfect while cleaning multiple areas and surfaces. While the stand...

Euromonitor International's Home Care in Austria 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.

Contents

Home Care in Austria
Euromonitor International
February 2024

LIST OF CONTENTS AND TABLES

HOME CARE IN AUSTRIA
EXECUTIVE SUMMARY
Home care in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 1 Households 2018-2023

MARKET DATA

Table 2 Sales of Home Care by Category: Value 2018-2023

Table 3 Sales of Home Care by Category: % Value Growth 2018-2023

Table 4 NBO Company Shares of Home Care: % Value 2019-2023

Table 5 LBN Brand Shares of Home Care: % Value 2020-2023

Table 6 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 7 Distribution of Home Care by Format: % Value 2018-2023

Table 8 Distribution of Home Care by Format and Category: % Value 2023

Table 9 Forecast Sales of Home Care by Category: Value 2023-2028

Table 10 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

LAUNDRY CARE IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthy sales growth in 2023 thanks to innovation
Consumers seek multi-functionality and essentials amid economic constraints

Multinationals continue to hold sway in laundry care in 2023

PROSPECTS AND OPPORTUNITIES

Slowing growth in both volume and value terms in the years ahead

Sustainability and eco-consciousness set to gain traction in laundry care

Supermarkets will continue to hold sway in the coming years

CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2018-2023

CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2018-2023

Table 13 Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 14 Sales of Laundry Aids by Category: Value 2018-2023

Table 15 Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 16 Sales of Laundry Detergents by Category: Value 2018-2023

Table 17 Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 18 NBO Company Shares of Laundry Care: % Value 2019-2023

Table 19 LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 20 NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 21 LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 22 NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 23 LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 24 Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 25 Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

DISHWASHING IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Modest current value growth in 2023 largely driven by price increases

Innovations in hand dishwashing appeal to Austrians' desire for sustainable offerings

Supermarkets benefits from variety, affordability and convenience in 2023

PROSPECTS AND OPPORTUNITIES

Growth rates will likely moderate over the forecast period

Innovation in automatic dishwashing will maintain consumer interest

E-commerce will gain ground, but supermarkets will remain the most important distribution channel

CATEGORY INDICATORS

Table 26 Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 27 Sales of Dishwashing by Category: Value 2018-2023

Table 28 Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 29 NBO Company Shares of Dishwashing: % Value 2019-2023

Table 30 LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 31 Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 32 Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

SURFACE CARE IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthy value growth thanks to inflation, but volume sales decline in 2023

Demand for disinfectants declines as consumer concerns about contagion subside

Henkel leads the category overall, but Unilever's Cif brand remains in pole position

PROSPECTS AND OPPORTUNITIES

Value and volume growth expected, despite ongoing price sensitivity

Supermarkets will remain the leading distribution channel for the foreseeable future

Ongoing sustainability concerns will dampen demand for surface care considered harmful to the environment

CATEGORY DATA

Table 33 Sales of Surface Care by Category: Value 2018-2023

Table 34 Sales of Surface Care by Category: % Value Growth 2018-2023

Table 35 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 37 NBO Company Shares of Surface Care: % Value 2019-2023

Table 38 LBN Brand Shares of Surface Care: % Value 2020-2023

Table 39 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

Table 40 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

Table 41 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 42 Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

BLEACH IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bleach suffers from concerns about contagion declining, post-pandemic

Highly concentrated competitive landscape in 2023 reflects the dwindling popularity of bleach

Bleach is now considered an irrelevant laundry care solution for most Austrians

PROSPECTS AND OPPORTUNITIES

Gloomy outlook for bleach in the years ahead as consumer concerns favour environmentally friendly options

Supermarkets lead distribution as bleach has limited availability elsewhere

Private label lines will continue to benefit from ongoing inflation across the forecast period

CATEGORY DATA

Table 43 Sales of Bleach: Value 2018-2023

Table 44 Sales of Bleach: % Value Growth 2018-2023

Table 45 NBO Company Shares of Bleach: % Value 2019-2023

Table 46 LBN Brand Shares of Bleach: % Value 2020-2023

Table 47 Forecast Sales of Bleach: Value 2023-2028

Table 48 Forecast Sales of Bleach: % Value Growth 2023-2028

TOILET CARE IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Modest value growth resulting from inflation in 2023, but volume since decline

Contemporary toilet designs no longer favour in-cistern devices Trend three

Henkel stays on top in 2023, thanks to the widespread popularity of its Blue Star brand

Trend three

PROSPECTS AND OPPORTUNITIES

Positive outlook for toilet care over the forecast period

Environmental concerns will extend to toilet care in the coming years

Private label will retain its appeal as consumers value its affordability and quality

CATEGORY DATA

Table 49 Sales of Toilet Care by Category: Value 2018-2023

Table 50 Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 51 NBO Company Shares of Toilet Care: % Value 2019-2023

Table 52 LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 53 Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 54 Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

POLISHES IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales decline in 2023, but value sales receive a boost thanks to inflation
Polishes are generally regarded as old-fashioned and unnecessary by many Austrians
Highly consolidated competitive landscape leaves little scope for new players to emerge
PROSPECTS AND OPPORTUNITIES

Polishes set to see ongoing volume decline over the forecast period
Multi-functional cleaners will reduce the need for separate polish products
Competitive landscape set to remain the same, as polishes offers limited growth opportunities

CATEGORY DATA

Table 55 Sales of Polishes by Category: Value 2018-2023

Table 56 Sales of Polishes by Category: % Value Growth 2018-2023

Table 57 NBO Company Shares of Polishes: % Value 2019-2023

Table 58 LBN Brand Shares of Polishes: % Value 2020-2023

Table 59 Forecast Sales of Polishes by Category: Value 2023-2028

Table 60 Forecast Sales of Polishes by Category: % Value Growth 2023-2028

AIR CARE IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Post-pandemic return to activity outside the home dampens demand for air care products in 2023

Inflation and premiumisation drive current value sales

Health- and eco-consciousness drive trends in air care solutions in Austria in 2023

PROSPECTS AND OPPORTUNITIES

Product innovation will drive growth as players focus on household ambience

Air care with natural profiles set to benefit from evolving consumer preferences

Leading brands will face fierce competition from private label players in the years ahead

CATEGORY DATA

Table 61 Sales of Air Care by Category: Value 2018-2023

Table 62 Sales of Air Care by Category: % Value Growth 2018-2023

Table 63 Sales of Air Care by Fragrance: Value Ranking 2021-2023

Table 64 NBO Company Shares of Air Care: % Value 2019-2023

Table 65 LBN Brand Shares of Air Care: % Value 2020-2023

Table 66 Forecast Sales of Air Care by Category: Value 2023-2028

Table 67 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

HOME INSECTICIDES IN AUSTRIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home insecticides sees healthy current value growth in 2023

Electric insecticides record a decline in retail volume sales

Vandal offers a variety of formats to maintain its dominant lead in 2023

PROSPECTS AND OPPORTUNITIES

Positive current retail value and volume growth across the coming years

Time-poor consumers will favour convenient home insecticide solutions but will seek to limit exposure to harsh chemicals

Distribution landscape set to continue to favour physical retailers in the years ahead

CATEGORY DATA

Table 68 Sales of Home Insecticides by Category: Value 2018-2023

Table 69 Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 70 Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023

Table 71 NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 72 LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 73 Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 74 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

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