

# Home Care in Indonesia

<https://marketpublishers.com/r/H127C4FB1C0EN.html>

Date: February 2024

Pages: 61

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

ID: H127C4FB1C0EN

## Abstracts

Home care saw something of a revival in Indonesia in 2023, with both value and volume sales stronger than witnessed in the last two years. Large gains are seen in dishwashing, home insecticides, and toilet care, while surface care fares well, along with air care, and laundry care. However, polishes and bleach lag behind, due to being the least interesting categories.

Euromonitor International's Home Care in Indonesia 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  
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Growth is modest, but on the rise due to the essential nature of the category  
Product innovations from the leading brands capture consumers' attention

Unilever and Sayap Mas Utama hold their leading places thanks to their myriad strengths and consumer-demanded products

#### PROSPECTS AND OPPORTUNITIES

Shift away from hand wash detergents noted, due to the maturity of the category alongside the rise of washing machines

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#### PROSPECTS AND OPPORTUNITIES

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