

Home Care in Ireland

<https://marketpublishers.com/r/HC648F889D4EN.html>

Date: February 2024

Pages: 63

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

ID: HC648F889D4EN

Abstracts

In 2023, consumer purchasing habits were shaped by rising inflation and the increased cost of living, with unit prices rising in home care. Consequently, while overall retail value growth was positive, driven by price increases, retail volume sales struggled, as many consumers reduced their purchases. The reduction was most heavily seen in unessential product areas, with deep retail volume declines noted in hand dishwashing, gel air fresheners and in-cistern devices. However, home insecticides c...

Euromonitor International's Home Care in Ireland 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 Ireland
Euromonitor International
February 2024

LIST OF CONTENTS AND TABLES

HOME CARE IN IRELAND
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 IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation forces consumers to cut back on non-essential items, dampening growth
Private label benefits from appealing, affordable price points in 2023

Environmental concerns shape new product innovations

PROSPECTS AND OPPORTUNITIES

Retail volume to be positive, however, growth will remain low level

The rising popularity of liquid detergents has a negative impact on liquid fabric softeners

Sustainability and eco-friendly trends gather pace across the forecast period

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 Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2018-2023

Table 19 NBO Company Shares of Laundry Care: % Value 2019-2023

Table 20 LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 21 NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 22 LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 23 NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 24 LBN Brand Shares of Laundry Detergents: % Value 2020-2023

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

Table 26 Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

DISHWASHING IN IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers view dishwashing as essential, benefiting sales during 2023

Rising price points favour larger formats that offer greater value

Finish and Fairy retain the lead, however, share declines in favour of private label

PROSPECTS AND OPPORTUNITIES

Price stabilisation leads to positive growth in retail volume sales

Private label continues its expansion across the forecast period

Consumers preference sustainable options with eco-friendly attributes

CATEGORY INDICATORS

Table 27 Household Possession of Dishwashers 2017-2022

CATEGORY DATA

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

Table 29 Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 30 NBO Company Shares of Dishwashing: % Value 2019-2023

Table 31 LBN Brand Shares of Dishwashing: % Value 2020-2023

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

Table 33 Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

SURFACE CARE IN IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

While rising prices challenge sales, specific cleaners drive volume growth

Leading multinationals increase their share despite rising price points

Environmental concerns support rising interest in refill solutions

PROSPECTS AND OPPORTUNITIES

Wipes focus on sustainable innovations, aligning with consumer demands

Floor cleaning systems suffer as consumers seek convenience

The rise of automated cleaners within floor and window/glass cleaning

CATEGORY DATA

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

Table 35 Sales of Surface Care by Category: % Value Growth 2018-2023

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

Table 37 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 38 NBO Company Shares of Surface Care: % Value 2019-2023

Table 39 LBN Brand Shares of Surface Care: % Value 2020-2023

Table 40 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

Table 41 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

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

Table 43 Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

BLEACH IN IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bleach sales continue to decline, perceived as toxic and outdated

Price-sensitive consumers trade down, boosting share for private label in 2023
Irish consumers opt for bleach with thick formulas

PROSPECTS AND OPPORTUNITIES

Multi-purpose cleaners and toilet care challenges sales of bleach
Budget-conscious consumers will continue to use bleach as an effective cleaning agent
Players focus on sustainable packaging to offset negative perceptions of bleach

CATEGORY DATA

Table 44 Sales of Bleach: Value 2018-2023
Table 45 Sales of Bleach: % Value Growth 2018-2023
Table 46 NBO Company Shares of Bleach: % Value 2019-2023
Table 47 LBN Brand Shares of Bleach: % Value 2020-2023
Table 48 Forecast Sales of Bleach: Value 2023-2028
Table 49 Forecast Sales of Bleach: % Value Growth 2023-2028

TOILET CARE IN IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Following the uplift during COVID-19, retail volume sales fall as price impacts growth
Private label increases its position as discounter retailers expand across the country
Harpic retains its leadership, driven by ongoing innovations

PROSPECTS AND OPPORTUNITIES

Positive growth for toilet liquids/foams, however, rim blocks challenge sales
Competition to grow in rim blocks as players focus on innovation
Players focus on sustainable innovations to align with consumers rising concerns

CATEGORY DATA

Table 50 Sales of Toilet Care by Category: Value 2018-2023
Table 51 Sales of Toilet Care by Category: % Value Growth 2018-2023
Table 52 NBO Company Shares of Toilet Care: % Value 2019-2023
Table 53 LBN Brand Shares of Toilet Care: % Value 2020-2023
Table 54 Forecast Sales of Toilet Care by Category: Value 2023-2028
Table 55 Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

POLISHES IN IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume sales fall as alternative cleaning products challenge polishes
Relaxed dress codes have a negative impact on sales of shoe polish

SC Johnson & Sons retains its leadership with brands Kiwi and Pledge

PROSPECTS AND OPPORTUNITIES

Floor and furniture polish face strong competition from alternative options

Fashion trends and working from home challenge sales of shoe polishes

E-commerce supports smaller brands to reach consumers in polishes

CATEGORY DATA

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

Table 57 Sales of Polishes by Category: % Value Growth 2018-2023

Table 58 NBO Company Shares of Polishes: % Value 2019-2023

Table 59 LBN Brand Shares of Polishes: % Value 2020-2023

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

Table 61 Forecast Sales of Polishes by Category: % Value Growth 2023-2028

AIR CARE IN IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers focus on essentials during rising price points, dampening retail growth

Electric air fresheners focus on scent and technical innovations to attract consumers

Yankee Candle retains its overall lead, with a strong position in candle air fresheners

PROSPECTS AND OPPORTUNITIES

Moderate growth driven by candle air care, while sprays/aerosols decline

Consumers increasingly seek local products with eco-friendly positionings

Private label looks to gain ground with sophisticated scents and packaging

CATEGORY DATA

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

Table 63 Sales of Air Care by Category: % Value Growth 2018-2023

Table 64 Sales of Air Care by Fragrance: Value Ranking 2021-2023

Table 65 NBO Company Shares of Air Care: % Value 2019-2023

Table 66 LBN Brand Shares of Air Care: % Value 2020-2023

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

Table 68 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

HOME INSECTICIDES IN IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive retail volume demand, driven by growth in electric insecticides

Spray/aerosol insecticides lead sales, viewed as being the most effective product

Garden centres increase its share of sales during 2023

PROSPECTS AND OPPORTUNITIES

Warm weather, population growth and the increasing number of households boosts sales

Brands maintain the lead of the landscape, while private label grows

The eco-friendly trend will boost innovations over the forecast period

CATEGORY DATA

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

Table 70 Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 71 Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023

Table 72 NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 73 LBN Brand Shares of Home Insecticides: % Value 2020-2023

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

Table 75 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

I would like to order

Product name: Home Care in Ireland

Product link: <https://marketpublishers.com/r/HC648F889D4EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/HC648F889D4EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970