

Home Care in Italy

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Abstracts

Value growth in home care in Italy in 2023 was primarily supported by high inflation, bringing up unit prices as volume sales slowed or declined. Though pandemic-related fears of virus infection through surface contact have waned, Italian consumers nonetheless remained mindful of the importance of rigorous hygiene and sanitation practices. The focus, however, was on finding a balance between the quest for good hygiene, less time at home and less time spent cleaning as work and social lives got b...

Euromonitor International's Home Care in Italy 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 Italy
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LIST OF CONTENTS AND TABLES

HOME CARE IN ITALY
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 ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers focus on saving money and energy in 2023

Henkel maintains lead in laundry care, while increased socialising boosts sales in fine

fabric detergents and fresheners

Dryer sheets fall thanks to reduced use of automatic dryers, and sustainability trends persist in laundry care

PROSPECTS AND OPPORTUNITIES

Environmental factors to have increased impact on trends and development

Growth forecast for automatic laundry detergents as consumers prioritise spending

Water will be increasingly scarce, with green products expanding throughout laundry care

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 ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales continue to normalise post-pandemic

Additives sees slower decline in 2023, and green focus remains strong

Players push sales through promotions and partnerships

PROSPECTS AND OPPORTUNITIES

Automatic dishwashing tablets will continue to drive overall category growth

Dishwashing additives to see further falls as sustainability concerns rise

Advertising and partnerships as key growth drivers

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 ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales still falling as consumers seek out low-cost options amid inflation

Brand development still informed by pandemic experience

Procter & Gamble retains overall leadership in 2023

PROSPECTS AND OPPORTUNITIES

As overall demand falls private label will expand

Convenience and sustainability to remain central concerns

Intensifying competition between distribution channels

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 ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Waning interest in bleach post-pandemic

Bleach remains widely available on retailers' shelves

Shift towards softer, kinder products undermines growth in bleach

PROSPECTS AND OPPORTUNITIES

Bleach's sales prospects lie in its perception as a cheap alternative to surface care products

Increased focus on environmental impact and water disposal

Rising interest in alternatives to liquid bleach driven by online delivery issues

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 ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Toilet care falls in 2023 as consumers rationalise their budgets

Bolton Manitoba remained number one company in 2023, while new construction softened overall decline

Brands respond to evolving demand, with environmental concerns less important in toilet care than elsewhere

PROSPECTS AND OPPORTUNITIES

Volume sales to improve during forecast period, with direct selling holding some potential

In-cistern devices will fall fastest, while opportunities for overall category growth could be found with small businesses

E-Commerce will push sails in ITBs as green products expand within toilet care

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 ITALY
KEY DATA FINDINGS

2023 DEVELOPMENTS

Polishes suffers from perception of unnecessary products
SC Johnson takes the lead, while Henkel announces new consumer brands division
Shoe polish fares better than the rest, supported by fuller social lives and checkout positioning

PROSPECTS AND OPPORTUNITIES

Negative outlook forecast though there may be potential in combining some features and products

Shoe polish set to see worsening performance

Cross-selling may offer opportunity for growth

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 ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Air care sees further decline in 2023, with all category members falling in terms of volume sales

Reckitt Benckiser steals lead, while Just and Irge extends into air care

Sustainability remains relevant

PROSPECTS AND OPPORTUNITIES

Declines will persist though potential for growth exists

Demand for air care 'solutions' set to escalate

E-Commerce continues to rise though store-based grocery retailing still dominates

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 ITALY
KEY DATA FINDINGS

2023 DEVELOPMENTS

Insects proliferate thanks to climate change though most of category remains in decline
SC Johnson continues to lead sales amid increased marketing activity by Facco
Consumers willing to spend when urgent; Conad continues to expand

PROSPECTS AND OPPORTUNITIES

Increased product visibility necessary to capitalise on growth opportunities
A need for new habits from consumers and new formulas from producers
Sustainability to inform innovation

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

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