

Home Care in Myanmar

<https://marketpublishers.com/r/H266F861A4F6EN.html>

Date: February 2024

Pages: 46

Price: US\$ 2,100.00 (Single User License)

ID: H266F861A4F6EN

Abstracts

In 2023 home care sales rebounded from the disruption caused by the pandemic as society returned to normality. Categories that benefited from the COVID-19 pandemic such as dishwashing resumed normal growth patterns as consumers spent less time at home, while those that were negatively impacted such as air care benefited from the return to the workplace. However, global inflation is placing pressure on household incomes and forcing consumers to down trade and switch to bulk family-size packs.

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

LIST OF CONTENTS AND TABLES

HOME CARE IN MYANMAR

EXECUTIVE SUMMARY

Home care in 2023: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

What next for home care?

CHART 1 Home Care: Convenience Store

CHART 2 Home Care: Supermarket

CHART 3 Home Care: Hypermarket

CHART 4 Home Care: Traditional Grocery Store

MARKET DATA

Table 1 Sales of Home Care by Category: Value 2018-2023

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

Table 3 NBO Company Shares of Home Care: % Value 2019-2023

Table 4 LBN Brand Shares of Home Care: % Value 2020-2023

Table 5 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 6 Distribution of Home Care by Format: % Value 2018-2023

Table 7 Distribution of Home Care by Format and Category: % Value 2023

Table 8 Forecast Sales of Home Care by Category: Value 2023-2028

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

DISCLAIMER

LAUNDRY CARE

2023 DEVELOPMENTS

Prospects and Opportunities

Category Data

Table 10 Sales of Laundry Care by Category: Value 2018-2023

Table 11 Sales of Laundry Care by Category: % Value Growth 2018-2023

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

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

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

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

Table 16 NBO Company Shares of Laundry Care: % Value 2019-2023

Table 17 LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 18 Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 19 Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

DISHWASHING

Table 20 Sales of Dishwashing by Category: Value 2018-2023

Table 21 Sales of Dishwashing by Category: % Value Growth 2018-2023

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

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

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

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

SURFACE CARE

Table 26 Sales of Surface Care by Category: Value 2018-2023

Table 27 Sales of Surface Care by Category: % Value Growth 2018-2023

Table 28 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 29 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

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

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

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

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

BLEACH

Table 34 Sales of Bleach: Value 2018-2023

Table 35 Sales of Bleach: % Value Growth 2018-2023

Table 36 NBO Company Shares of Bleach: % Value 2019-2023

Table 37 LBN Brand Shares of Bleach: % Value 2020-2023

Table 38 Forecast Sales of Bleach: Value 2023-2028

Table 39 Forecast Sales of Bleach: % Value Growth 2023-2028

TOILET CARE

Table 40 Sales of Toilet Care by Category: Value 2018-2023

Table 41 Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 42 NBO Company Shares of Toilet Care: % Value 2019-2023

Table 43 LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 44 Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 45 Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

POLISHES

Table 46 Sales of Polishes by Category: Value 2018-2023

Table 47 Sales of Polishes by Category: % Value Growth 2018-2023

Table 48 NBO Company Shares of Polishes: % Value 2019-2023

Table 49 LBN Brand Shares of Polishes: % Value 2020-2023

Table 50 Forecast Sales of Polishes by Category: Value 2023-2028

Table 51 Forecast Sales of Polishes by Category: % Value Growth 2023-2028

AIR CARE

Table 52 Sales of Air Care by Category: Value 2018-2023

Table 53 Sales of Air Care by Category: % Value Growth 2018-2023

Table 54 NBO Company Shares of Air Care: % Value 2019-2023

Table 55 LBN Brand Shares of Air Care: % Value 2020-2023

Table 56 Forecast Sales of Air Care by Category: Value 2023-2028

Table 57 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

HOME INSECTICIDES

Table 58 Sales of Home Insecticides by Category: Value 2018-2023

Table 59 Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 60 NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 61 LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 62 Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 63 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

I would like to order

Product name: Home Care in Myanmar

Product link: <https://marketpublishers.com/r/H266F861A4F6EN.html>

Price: US\$ 2,100.00 (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/H266F861A4F6EN.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