

Home Care in Panama

<https://marketpublishers.com/r/HA2833EA021EN.html>

Date: February 2024

Pages: 53

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

ID: HA2833EA021EN

Abstracts

Home care is registered a strong performance in 2023, given the favourable macroeconomic environment in the country. Laundry care and surface care constitute the two largest categories, both of which saw steady consumer demand over the review period. This helped home care sales make up for a lacklustre performance in 2022 when consumers spent less time at home and made fewer home care purchases. However, pending elections in 2024 could make consumers cautious in their spending once more.

Euromonitor International's Home Care in Panama 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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