

Home Care in Thailand

https://marketpublishers.com/r/H631296D59EEN.html

Date: February 2024

Pages: 67

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

ID: H631296D59EEN

Abstracts

Home care saw growth in both retail volume and current value terms in 2023, although performances varied across categories. Surface care maintained solid volume growth as consumers looked for effective, convenient products due to the prevailing household hygiene trend, and increased awareness of germs. Meanwhile, air care also maintained solid growth despite strong price rises, which demonstrates consumers' reliance on these products to enhance their indoor ambiance. However, after seeing except...

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

LIST OF CONTENTS AND TABLES

HOME CARE IN THAILAND 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 THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Unveiling "microwash technology" in the face of challenges
As fragrance continues to dominate decision-making, Omo unveils a new product



A closer look at laundry care pricing trends

PROSPECTS AND OPPORTUNITIES

Scent revolution set to continue

Navigating the competition and creating innovation in laundry care

Fabric fresheners anticipated to maintain growth

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 THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slowing of growth for automatic dishwashing in volume terms

A moderate increase in prices amidst intense competition

The significance of natural extracts

PROSPECTS AND OPPORTUNITIES

Efficacy and sustainability selling points in hand dishwashing in the forecast period

Price stability expected in hand dishwashing throughout the forecast period

The outlook for automatic dishwashing differs across environments

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 THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Unprecedented surge in value sales in surface care

Unravelling surface care pricing dynamics

Scent and germ-killing attributes steer surface care trends

PROSPECTS AND OPPORTUNITIES

Anticipating a hygiene renaissance

Scent innovation likely to continue, but must be combined with efficacy

Consumer dynamics and multipurpose cleaning products

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 THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Unit price dynamics



Evolving consumer behaviour, and the enduring demand for bleach in rural areas

Bleach loses popularity to liquid detergent

PROSPECTS AND OPPORTUNITIES

The strategic evolution of bleach in the forecast period

Anticipated unit price increase for bleach, amidst shifting market forces

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 THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth rate rises amidst niche status and shifting consumer preferences
The allure of rim blocks and in-cistern devices amongst selected consumers
Noteworthy price rise for toilet liquids/foam in modern trade and online channels
PROSPECTS AND OPPORTUNITIES

Modest growth projections for toilet care in the forecast period

A cautious outlook for toilet liquids/foam in the forecast period

Harpic set to gain share, but will not threaten SC Johnson & Son

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 THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Navigating growth and pricing dynamics in polishes

Absence of new developments in the niche floor polishes category

Post-pandemic rebound for shoe polish is slow



PROSPECTS AND OPPORTUNITIES

Poor performance of floor polish set to drag down overall sales of polishes

Consumers' aversion to polishing furniture will prevent stronger growth

The promising trajectory of shoe polish in the forecast period

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 THAILAND KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising unit prices hamper growth amongst lower-income consumers

Higher prices drive volume decline for electric air fresheners

Diffusers – both diffuser aroma machines and reed diffusers – see increasing popularity

PROSPECTS AND OPPORTUNITIES

Mixed fortunes expected for car air fresheners

Diffusers set to hamper growth for traditional air care solutions

Natural ingredients and relaxing, aromatic scents likely to remain key trends

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 THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

The challenges of having to combat more types of insects

The gradual move by consumers towards more natural home insecticides

SC Johnson & Son maintains its lead, but Earth draws closer



PROSPECTS AND OPPORTUNITIES

Stable volume sales expected due to consumer caution about potential health risks Declining volume performance forecast for insecticide coils

Scent trend set to reach home insecticides, with aromatherapy options likely to appear 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 Thailand

Product link: https://marketpublishers.com/r/H631296D59EEN.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/H631296D59EEN.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
	Custumer 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