

Home Care: Quarterly Statement Q2 2017 - Brazil and Mexico Poles Apart

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Abstracts

For the most part the Q2 2017 update for home care is a story of 'steady as she goes', with only a minor downward revision 2016-2021. These downgrades reflecting a combination of likely adverse outcomes associated with the likes of President Trump and low oil prices, to name two. One interesting story comes from South America with the rebound of the Brazilian market while at the same time conditions in the Mexican market likely to soften. This report considers these two markets in more detail.

Euromonitor International's Home Care: Quarterly Statement Q2 2017 - Brazil and Mexico Poles Apart global briefing offers an insight into to the size and shape of the Home Care market, highlights buzz topics, emerging regions, countries and categories as well as pressing industry issues and white spaces. It identifies the opportunity zones within home care, analyses leading companies and brands and offers strategic analysis of major factors influencing the market - be they new product developments, packaging/format /ingredients innovations, economic/lifestyle/environmental influences, distribution or retail pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

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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