

# Home Care Packaging in Egypt

<https://marketpublishers.com/r/H046F8DA8D7EN.html>

Date: January 2011

Pages: 29

Price: US\$ 990.00 (Single User License)

ID: H046F8DA8D7EN

## Abstracts

In spite of the average persons per family in Egypt still significant high at 5 persons members per household, the demand on family size packaging of 1000 g/ml or more for detergents is declining in unit share terms over 2010; this is due to the increase in number of available size ranges in the market, as well as the tendency of producers to shrink the sizes and keep prices as fixed as they can due to inflation. On the other hand the consumers are intending to switch for smaller sizes at...

Euromonitor International's Home Care Packaging in Egypt report offers insight into key trends and developments driving packaging across the category.

**Product coverage:** Air Care, Chlorine Bleach, Dishwashing, 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 Packaging 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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