

## Home Care Packaging in India

URL:	<a href="https://marketpublishers.com/r/HDB0EACDE0EEN.html">https://marketpublishers.com/r/HDB0EACDE0EEN.html</a>
Date:	March 15, 2018
Pages:	2
Price:	US\$ 990.00
ID:	HDB0EACDE0EEN

A key trend within home care packaging is the growing preference for pack sizes based on household size. According to Euromonitor International's Economies and Consumers data, the average household size in India is close to five. For households of such a size, opting for bigger pack sizes provides them with more cost savings per unit of product and also has the benefit of less-frequent purchases. In contrast, with shrinking urban household sizes at four persons per household, according to Euromo...

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

**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 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 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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Key Theme for Closures Are Convenience and Ease of Use

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