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Home Care Review: The Strategic Implications of a Recessionary Global Market

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Abstracts

Global retail sales of home care in 2010 provide further evidence that the industry's multinational players need to strengthen their positions in potentially riskier second and third tier emerging markets; first to dilute some of their growth dependency on the BRICs, and secondly, to offset sluggishness in the US and Western Europe. If risk averse strategic planning is undertaken, companies may find themselves dragged into a potentially protracted cycle of home care underperformance.

Euromonitor International's Home Care Review: The Strategic Implications of a Recessionary Global Market 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, 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;

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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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