

ICA Sverige AB in Home Care (Sweden)

<https://marketpublishers.com/r/IF4CB94385DEN.html>

Date: March 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: IF4CB94385DEN

Abstracts

ICA will continue to favour its private label at the expense of brands over the forecast period. This will see the grocery retailer allocate a greater percentage of shelf-space to its private label at the expense of branded alternatives. ICA is increasingly advanced in its private label as attested by the launch of the laundry detergent ICA Sporttvätt. This innovator status within home care is helping to grow the appeal of ICA's private label among Swedish consumers.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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

Strategic Direction

Key Facts

Summary 1 ICA Sverige AB: Key Facts

Summary 2 ICA Sverige AB: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 ICA Sverige AB: Competitive Position 2014

I would like to order

Product name: ICA Sverige AB in Home Care (Sweden)

Product link: <https://marketpublishers.com/r/IF4CB94385DEN.html>

Price: US\$ 150.00 (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/IF4CB94385DEN.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**

Customer 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