

IFA 2019 Report Series: The Evolution of Smart Home Features

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Date: January 2020

Pages: 100

Price: US\$ 1,325.00 (Single User License)

ID: I933E08D0588EN

Abstracts

The Internationale Funkausstellung Berlin Show (IFA) is one of the oldest industrial exhibitions in Germany and the largest global show for Consumer Electronics and Appliances. This briefing reports on developments seen at the show relating to connected smart home in a common format to a volume of earlier publications on this subject. For the purposes of reviewing connected smart home, development across four key areas, sensing, connectivity, analytics and e-commerce.

Euromonitor International's IFA 2019 Report Series: The Evolution of Smart Home Features 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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