

The Impact of Coronavirus on Home Care

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Abstracts

This report outlines Euromonitor International's initial review and statement on the impact of the Coronavirus (COVID-19) pandemic on the global home care industry. In a very fluid and rapidly developing situation, this report seeks to provide a rapid review, as well as a framework for subsequent reporting. At a time when a third of the global population are in lockdown, the home care industry has much to offer in terms of support for consumers' rapidly changing lifestyle's and priorities.

Euromonitor International's The Impact of Coronavirus on Home Care 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.

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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