

The Impact on Home Care of Water Scarcity: Conservation and New Sources of Water

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Abstracts

Water scarcity is rising in strategic importance to the Consumer Appliances, Home Care and Apparel industries. This affects regions at a crisis level now, with a long-term growing impact on consumer psychology and key buying priorities. Water is an opportunity for brands to differentiate, positively impact consumers' quality of life, and help fulfil a duty of care around a crisis. This topic affects the high-growth emerging markets now - but long term, every market will be impacted by scarcity.

Euromonitor International's The Impact on Home Care of Water Scarcity: Conservation and New Sources of Water 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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