

# Ingredient Trends in Home Care - Diverse Needs and Challenges

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## Abstracts

The home care industry has a diverse range of ingredient demands leaving suppliers with multiple challenges. As well as greener ingredients, there is also growing demand for more cost-effective and yet more multi-functional formulations. This report explores trends in home care ingredients, providing an overview of the overall marketplace and assessing future prospects for specific ingredients, highlighting those products that offer best opportunities for growth in this challenging marketplace.

Euromonitor International's Ingredient Trends in Home Care ??“ Diverse Needs and Challenges global briefing offers a comprehensive guide to the Ingredients market at an international level. It highlights the major drivers behind ingredient supply and demand, provides detailed analysis of the individual ingredient categories and the product categories they are used in. ? It also examines regional prospects, highlighting opportunities and challenges in ingredient usage.

**Product coverage:** Abrasives/Inorganics, Acidulants, Antifoams, Antifungals, Antimicrobials, Antiperspirants, Bleach Precursors, Bleaching Agents, Botanicals, Carotenoids, Cocoa Liquor, Cocoa Powder, Colours, Commodities, Conditioning Agents (Skin, Hair, Fabric), Cultures, Emollients, Emulsifiers, Enzymes, Fats and Oils, Flavour Enhancers, Flavours, Flours, Fluorescers, Fragrances, Humectants, Insect Repellants, Insecticides, Lacquers, Milk, Minerals, Miscellaneous Ingredients, Modified Flour, Ph Control/Salts, Phytoestrogens, Polysaccharides and Oligosaccharides, Preservatives/Antioxidants, Propellants, Proteins, Raising Agents, Reducing Agents, Skin Benefit Agents, Skin Lighteners, Skin Tanning Agents, Solvents, Sunscreens, Surfactant Cleansers and Adjuvants, Sweeteners, Synthetic Polymers, Thickeners/Structurants, Tooth Care, Vitamins and Derivatives, Water Softeners/Chelators.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### **Why buy this report?**

Get a detailed picture of the Ingredients industry;

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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