

# Kick Out the Jams: Opportunities for a Broader, Global, Automatic Dishwashing Market - from Luxury to Kitchen Essential

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## Abstracts

The vast majority of dishwasher sales as well as dishwasher detergent sales remain generated in developed markets. Some 60% of global value for detergents was accounted for by Western Europe in 2014 for example. While consolidation is helpful for distribution, the long-term health of the industry is reliant on automatic dishwashing breaking out of its current confinement and into developing and emerging markets. This two-part briefing looks at opportunities to do just that.

Euromonitor International's Kick Out the Jams: Opportunities for a Broader, Global, Automatic Dishwashing Market - from Luxury to Kitchen Essential global briefing offers an insight into 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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