

Laundry Care in Austria

<https://marketpublishers.com/r/LEAFFB84532EN.html>

Date: February 2020

Pages: 20

Price: US\$ 990.00 (Single User License)

ID: LEAFFB84532EN

Abstracts

Innovation and the creation of new categories and products to add to standard laundry detergents or fabric softeners are contributing to growth in what is otherwise a relatively saturated environment. Products that can save time, energy and money are driving demand, such as laundry boosters, pods (especially multi-functional ones like the new Persil Discs), cold wash detergents and fabric fresheners. Major players such as Henkel and Procter & Gamble are driving the innovation in laundry care. He...

Euromonitor International's Laundry Care in Austria market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2024 illustrate how the market is set to change.

Product coverage: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

Why buy this report?

Get a detailed picture of the Laundry 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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