

Laundry Care in Thailand

<https://marketpublishers.com/r/LBCC54BDFD9EN.html>

Date: February 2020

Pages: 19

Price: US\$ 990.00 (Single User License)

ID: LBCC54BDFD9EN

Abstracts

Given Thailand's tropical and humid climate, perspiration and unpleasant odours on clothes are common, with many consumers thus relying on scent boosters such as cologne and deodorant. However, perfume scent can be overwhelming and unbearable to some consumers. Consequently, products that combine scent booster pigment and fabric softener in liquid format are driving further demand for liquid fabric softeners. In addition to the pleasant scent of fabric softeners, Thai consumers are also seeking...

Euromonitor International's Laundry Care in Thailand 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.

Contents

Headlines

Prospects

Demand for Scent Boosters Limited by Popularity of Heavily Scented Fabric Softeners

Preference for Pre-wash Spot and Stain Removers Limits Laundry Aids Sales

Demand for Gel Ball Liquid Detergents Limited To Busy Urban Consumers

Competitive Landscape

Unilever Embraces Innovation To Remain in Pole Position

Essence Leverages High Quality and Gentle Image To Attract High Income Consumers

Investment in Research and Development Key To Downey's Strong Positioning

Category Indicators

Table 1 Household Possession of Washing Machines 2014-2019

Category Data

Table 2 Sales of Laundry Care by Category: Value 2014-2019

Table 3 Sales of Laundry Care by Category: % Value Growth 2014-2019

Table 4 Sales of Laundry Aids by Category: Value 2014-2019

Table 5 Sales of Laundry Aids by Category: % Value Growth 2014-2019

Table 6 Sales of Laundry Detergents by Category: Value 2014-2019

Table 7 Sales of Laundry Detergents by Category: % Value Growth 2014-2019

Table 8 NBO Company Shares of Laundry Care: % Value 2015-2019

Table 9 LBN Brand Shares of Laundry Care: % Value 2016-2019

Table 10 NBO Company Shares of Laundry Aids: % Value 2015-2019

Table 11 LBN Brand Shares of Laundry Aids: % Value 2016-2019

Table 12 NBO Company Shares of Laundry Detergents: % Value 2015-2019

Table 13 LBN Brand Shares of Laundry Detergents: % Value 2016-2019

Table 14 Forecast Sales of Laundry Care by Category: Value 2019-2024

Table 15 Forecast Sales of Laundry Care by Category: % Value Growth 2019-2024

Executive Summary

Urbanisation and Smaller Family Trends Fuel Demand for Smaller Packaging

Growing Demand for More Natural Scents Fuels New Product Development Activity

Top Players Benefit From Brand Loyalty and Extensive Distribution and Marketing

Rising Environmental Awareness Fuels Shift To Less Toxic Products

Rising Consumer Sophistication and New Innovative Products To Fuel Demand

Market Indicators

Table 16 Households 2014-2019

Market Data

Table 17 Sales of Home Care by Category: Value 2014-2019

Table 18 Sales of Home Care by Category: % Value Growth 2014-2019

Table 19 NBO Company Shares of Home Care: % Value 2015-2019

Table 20 LBN Brand Shares of Home Care: % Value 2016-2019

Table 21 Penetration of Private Label in Home Care by Category: % Value 2014-2019

Table 22 Distribution of Home Care by Format: % Value 2014-2019

Table 23 Distribution of Home Care by Format and Category: % Value 2019

Table 24 Forecast Sales of Home Care by Category: Value 2019-2024

Table 25 Forecast Sales of Home Care by Category: % Value Growth 2019-2024

Sources

Summary 1 Research Sources

I would like to order

Product name: Laundry Care in Thailand

Product link: <https://marketpublishers.com/r/LBCC54BDFD9EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/LBCC54BDFD9EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970