

# Legislation, Efficacy and Eco-Awareness Shape Automatic Dishwashing Ingredients: Part I - Chelators

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## Abstracts

This report explores emerging trends in automatic dishwashing ingredients in North America and Western Europe, with a focus on the effect of phosphate bans on formulations. The diverse reformulation approaches followed are studied, and their impact on efficacy and consumer trust analysed. Effective eco-friendly chelators are increasingly used in both markets to comply with growing eco-awareness and to guarantee high cleaning standards, while the prevalence of eco-wash creates new prospects.

Euromonitor International's Legislation, Efficacy and Eco-Awareness Shape Automatic Dishwashing Ingredients: Part I - Chelators 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.

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Get a detailed picture of the Home Care market;

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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.

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