

New Consumerism: Cold Turkey? Why Cold Water Washing Has to Work - Part I

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Abstracts

The cold water washing trend in laundry care polarises consumers and the industry, with a great deal of rational evidence as well as passionate emotional perceptions that support or attack the principle. There are clear environmental and economic gains from washing in cooler temperatures, but also valid hygiene concerns and a potential compromise of the fundamental “laundry mission”.

Euromonitor International's New Consumerism: Cold Turkey? Why Cold Water Washing Has to Work - Part I 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.

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.

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