

# Sun Products Corp, The in Home Care (USA)

https://marketpublishers.com/r/S7FB8509877EN.html

Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: S7FB8509877EN

### **Abstracts**

September 2016 marked the completion of Henkel's USD3.6 billion acquisition of Sun Products from Vestar Capital Partners. The acquisition of Sun's portfolio of household name brands, such as All, Sun, Wisk and Snuggle, will catapult Henkel into second place in terms of value sales in the North American laundry care industry.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**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.



## **Contents**

Strategic Direction

**Key Facts** 

Summary 1 The Sun Products Corp: Key Facts

**Competitive Positioning** 

Summary 2 The Sun Products Corp: Competitive Position 2016



#### I would like to order

Product name: Sun Products Corp, The in Home Care (USA)

Product link: https://marketpublishers.com/r/S7FB8509877EN.html

Price: US\$ 150.00 (Single User License / Electronic Delivery)

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

Service:

info@marketpublishers.com

### **Payment**

First name:

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/S7FB8509877EN.html">https://marketpublishers.com/r/S7FB8509877EN.html</a>

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

Last name:	
Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

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

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