

Unilever Group in Home Care (World)

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Abstracts

Unilever is one of the leading home care companies worldwide, with a strong market presence in the Asia-Pacific African region and Latin America. The company has 13 brands, whereas five belong to the home care industry, namely Seventh Generation, Omo, Comfort, Domestos and Cif. Laundry care, dishwashing and surface care are the main categories to foster Unilever's growth.

Euromonitor International's Unilever Group in Home Care (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Home Care market. The report examines company shares by region and sector, brand portfolio and new product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving 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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Contents

Scope of the report
Introduction
State of play
Exposure to future growth
Competitive positioning
Company strategy
Laundry care
Dishwashing
Surface care
Toilet care
Key findings
Appendix

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