

Water Scarcity: Day Zero – Psychologies of Abundance, Compromise & Crisis

<https://marketpublishers.com/r/W0B35767D08EN.html>

Date: August 2018

Pages: 90

Price: US\$ 1,325.00 (Single User License)

ID: W0B35767D08EN

Abstracts

Looking at the longer term, with so much of the world's population subject to water scarcity crises, it is not just an opportunity but a duty for brands to be a part of the solution, investing in the R&D and logistics to bring low water and no water product solutions to market across toilet care, laundry care and personal hygiene - the three main water users of the home. Cape Town and the "Day Zero" story is something of a barometer of how well we are doing beyond the rarified atmosphere of CSR.

Euromonitor International's Water Scarcity: Day Zero – Psychologies of Abundance, Compromise & Crisis 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.

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.

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