

Water Scarcity in Southeast Asia

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Abstracts

Water scarcity issues pose a serious challenge for businesses in Southeast Asia, and responsible water management efforts remain niche. This briefing argues the need for businesses to develop proper water management strategies as Southeast Asia faces substantial water risks.

Euromonitor International's Water Scarcity in Southeast Asia global briefing offers an insight into 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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Contents

Introduction

Case Studies

Assessing COVID-19's Impact on Water Scarcity in the Region

Key Findings

Appendix

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