

Home Care Market Report by Product Type (Kitchen Care, Household Care, Bathroom Care, Laundry Care, and Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Stores, and Others), and Region 2024-2032

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Abstracts

The global home care market size reached US\$ 157.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 221.4 Billion by 2032, exhibiting a growth rate (CAGR) of 3.74% during 2024-2032.

Home care products are utilized for cleaning homes and making them more hygienic. They comprise laundry detergents, disinfectants, bleaches, dishwashing products, air treatment products, stain removers, and floor, glass, surface and toilet cleaners that help control allergens like dust and mold. In addition, chlorinated home care products rely on the disinfectant qualities of chlorine-based cleaners to prevent seasonal flu outbreaks and foodborne illnesses. At present, there is a rise in the adoption of hygienic practices among the masses on account of the coronavirus disease (COVID-19) outbreak, which is catalyzing the demand for home care products around the world.

Home Care Market Trends:

The escalating demand for home care products to maintain a disease-free environment at home represents one of the key factors driving the market. Moreover, there is an increase in the demand for creating an alluring ambiance. This, coupled with the rising prevalence of diseases caused due to bacteria and other micro-organisms, is propelling the growth of the market. In addition, the growing demand for innovative home care products, such as vacuums, window cleaner robots, robot mops, multipurpose cleaning kits, grout brushes, fan dusters, and air purifiers, is positively influencing the market. Besides this, the escalating demand for organic home care products to reduce the risk

of indoor air pollution is offering lucrative growth opportunities to industry investors. Apart from this, key market players are extensively investing in research and development (R&D) activities to introduce new home care products with attractive fragrances, inclusive prices, and high efficiency, which is bolstering the market growth. Other growth-inducing factors are easy availability of affordable and environment-friendly products, changing lifestyles, rapid urbanization, new product development, and inflating income levels of individuals.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global home care market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on product type and distribution channel.

Breakup by Product Type:

- Kitchen Care
- Household Care
- Bathroom Care
- Laundry Care
- Others

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- Online Stores
- Others

Breakup by Region:

- North America
 - United States
 - Canada
- Asia-Pacific
 - China
 - Japan
 - India
 - South Korea
- Australia
- Indonesia

Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Alicorp SAA, Church & Dwight Co. Inc., Henkel AG & Co. KGaA, Kao Corporation, Reckitt Benckiser Group PLC, S.C. Johnson & Son Inc., The Clorox Company, The Procter & Gamble Company and Unilever plc.

Key Questions Answered in This Report

1. What was the size of the global home care market in 2023?
2. What is the expected growth rate of the global home care market during 2024-2032?
3. What has been the impact of COVID-19 on the global home care market?
4. What are the key factors driving the global home care market?
5. What is the breakup of the global home care market based on the product type?
6. What is the breakup of the global home care market based on the distribution channel?
7. What are the key regions in the global home care market?
8. Who are the key players/companies in the global home care market?

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