

# Global Homecare Products Industry 2012-2017: Trend, Profit, and Forecast Analysis, October 2012

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## Abstracts

The global homecare products industry experienced robust growth over the last five years and is expected to grow moderately with a CAGR of 4.6% over next five years (2012-2017). In 2017, the industry's revenue is forecast to reach approximately US \$146 billion. Recovery of the industrial and manufacturing sectors was the major driver for industry growth.

Lucintel, a leading global management consulting and market research firm, has analyzed the global homecare products market and presents its findings in "Global Homecare Products Industry 2012-2017: Trend, Profit, and Forecast Analysis."

The research indicates that the Asia Pacific (APAC) region's homecare product industry is forecast to lead the industry due to increasing population, new demand for homecare products, and changing lifestyles. Growth in this region is expected mainly in the developing markets such as India and China due to increased high retail sales growth. Higher sales growth percentage of consumer goods and rising consumer expenditures are the key factors that are boosting the homecare products industry. The laundry segment is rapidly growing due to innovative products such as liquid fabric softener, fine washable detergent, and fabric conditioner products. Necessity of product and the retail store that provides special offers and discounts depicts positive growth. Rapid rate of innovation, eco-friendly products, and the use of natural ingredients are creating the demand for homecare products.

As per the study, the global homecare products industry is mainly driven by purchasing power of consumers, their disposable income, and a rising population. Some of the challenges for the global homecare industry are economic recession, resource constraints, climate impacts, and political instability (changing taxation polices).

Maintaining balance between quality and price is the biggest challenge for the industry.

This study provides an overview of the global homecare products industry. The report studies manufacturers serving this segment, providing a five-year annual trend and forecast analysis that highlights market size, profit, and cost structure for North America, Europe, APAC, and the Rest of the World.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global homecare products industry analysis. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

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