

Global Laundry Care Products Industry 2012-2017: Trend, Profit, and Forecast Analysis, December 2012

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Abstracts

The global laundry care product industry revenue is forecast to reach estimated revenue of \$85 billion in 2017 with a CAGR of 5.1% over the next five years (2012-2017). Rising standards of living, increasing population, and growing purchasing power and disposable income of consumers all are expected to drive the industry over the forecast period.

Lucintel, a leading global management consulting and market research firm, has analyzed the global laundry care product industry and presents its findings in “Global Laundry Care Products Industry 2012-2017: Trend, Profit, and Forecast Analysis.” The laundry care product industry manufactures products that are primarily used in homecare applications such as powder detergents, liquid detergents, fabric conditioners, bars, and laundry pre-treatment products.

The laundry care product industry is a capital intensive and consolidated industry. Top players are competing with each other to uphold their place in the market. The industry has high profitability; however, raw material cost has been increasing, such as for chemicals that are used in the manufacturing of products. The industry recovered from the recessionary period and now is in a growing phase with rising population and consumer spending power. The competitive landscape changed little during 2006-2011. Church and Dwight Co., Inc. moved up from ninth to eighth position in 2011, replacing Lion Corporation.

Rising population, consumer income, and changing lifestyles drive laundry care product demand. Maintaining a balance between price and quality is the biggest challenge for the industry. Product development in liquid fabric softener, fine washable detergent, and fabric conditioner is expected to create demand for powder and liquid detergents in the

global market.

This study provides an overview of the global laundry care product industry, tracking the market in four geographic regions. The report studies manufacturers of laundry care products, providing a five-year annual trend and forecast analysis that highlights market size, profit, and cost structure for North America, Europe, Asia Pacific, 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 laundry care 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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