

Top Five Global Home Care Products Manufacturing Companies: Performance, Strategies, and Competitive Analysis, May 2013

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Abstracts

The global home care products industry, which has experienced good progress in recent years, expected to carry on with its growth momentum for the near term. The market is expected to reach \$146 billion in annual revenue within the next five years. The industry is considered consolidated as the top five players control nearly half of the market. The major players are concentrating on research and innovation strategies in order to compete in the highly competitive industry and develop various home care products to meet the dynamic lifestyles of people throughout the world.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on global home care products industry and presents its findings in ?Top Five Global Home Care Products Manufacturing Companies: Performance, Strategies, and Competitive Analysis.

This company profile report briefly discusses the subject companies, their geographic footprints, financial metrics, market performance, marketing and corporate strategies, and provides a SWOT analysis of each player.

The industry has faced growing challenges from the increasing prices of petrochemical products, oleochemicals, paper, and metals, which may negatively affect the profitability of the industry as these raw materials are used extensively. The continuous decrease in the value of the Euro has weakened the industry's overall revenue generation.

Within the home care products industry, many new innovative products have been launched in all categories with key brands, which is a good sales opportunity for the key players. In Lucintel's report, an analytical overview is presented of the top five global

home care products manufacturing companies, which are as follows:

Colgate-Palmolive Company

Henkel AG & Co.

Reckitt Benckiser Group

Procter & Gamble Company

Unilever

The industry has returned to high profitability as it recovered from the recessionary period, and now is in the growing phase with rising population and consumer spending power.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in global home care products manufacturing companies industry. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business.

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