

# Global Household Products Industry Profile & Value Chain Analysis

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## Abstracts

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### SUMMARY

Global household products market provides top-line qualitative and quantitative summary information including: market size (value and volume 2013-17, and forecast to 2022, as well as market share data). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

The value/supply chain analysis reveals the business activities which comprise the global household products market value/supply chain. All key stages are highlighted, along with examples of companies active, and assessments of the burning issues for every stage of the value/supply chain. Key value/supply chain stages analyzed include raw materials, production, distribution, and retail.

### SYNOPSIS

Essential resource for top-line data and analysis covering the global household products market. Includes market size data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

### KEY HIGHLIGHTS

The household products market comprises the retail sale of textile washing products, paper products, dishwashing products, air fresheners, insecticides,

toilet care, scouring products, furniture and floor polish, shoe polish. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2017 exchange rates.

The global household products market had total revenues of \$155.0bn in 2017, representing a compound annual growth rate (CAGR) of 3.2% between 2013 and 2017

Market consumption volume increased with a CAGR of 3.1% between 2013 and 2017, to reach a total of 88,904.1 million units in 2017.

Globally, the household products market is being fueled by rapid urbanization, the increasing middle class population and their demand for premium products. Moreover, demand for greener household products is also rising

The production stage is dominated by large corporations that produce a wide range of household products.

Retailers of household products tend to sell these alongside a variety of other goods.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, and leading players in the household products market

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global household products market

Leading company profiles reveal details of key household products market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the global household products market with five year forecasts by both value and volume.

Quickly and easily identify the key stages and sub-stages of the global

household products market value/supply chain

See examples of companies active at each stage of the global household products market value/supply chain

Examine trends and burning issues impacting the global household products market value/supply chain

## **REASONS TO BUY**

What was the size of the global household products market by value in 2017?

What will be the size of the global household products market in 2022?

What factors are affecting the strength of competition in the global household products market?

How has the market performed over the last five years?

How large is the global household products market in relation to its regional counterparts?

What are the main segments that make up the global household products market?

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