

Global Household Products

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Abstracts

Global Household Products

SUMMARY

Global Household Products industry profile provides top%li%line qualitative and quantitative summary information including: market share, market size (value and volume 2014%li%18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The household products market consists of the retail sale of textile washing products, paper products, dishwashing products, air fresheners, insecticides, toilet care, scouring products, furniture & 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 2018 exchange rates.

The global household products market had total revenues of \$163,117.9m in 2018, representing a compound annual growth rate (CAGR) of 3.3% between 2014 and 2018.

Market consumption volume increased with a CAGR of 2.7% between 2014%li%2018, to reach a total of 91,736.6 million units in 2018.

Increasing disposable income and rapid urbanization are the primary factors supporting the growth of this market.

SCOPE

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

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

REASONS TO BUY

What was the size of the Global household products market by value in 2018?

What will be the size of the Global household products market in 2023?

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

How has the market performed over the last five years?

Who are the top competitors in the global's household products market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value
- 3.2. Market volume

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Market share
- 7.2. Who are the leading players in the global household products market?
- 7.3. Which companies have been most successful in increasing their market shares since 2014?
- 7.4. Which companies' market shares have suffered between 2014 and 2018?
- 7.5. What are the most popular brands in the market?

8 COMPANY PROFILES

- 8.1. The Procter & Gamble Co
- 8.2. Unilever N.V.
- 8.3. S.C. Johnson & Son Inc

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Global household products market value: \$ million, 2014-18
- Table 2: Global household products market volume: million units, 2014-18
- Table 3: Global household products market category segmentation: \$ million, 2018
- Table 4: Global household products market geography segmentation: \$ million, 2018
- Table 5: Global household products market distribution: % share, by value, 2018
- Table 6: Global household products market value forecast: \$ million, 2018-23
- Table 7: Global household products market volume forecast: million units, 2018-23
- Table 8: Global household products market share: % share, by value, 2018
- Table 9: The Procter & Gamble Co: key facts
- Table 10: The Procter & Gamble Co: Annual Financial Ratios
- Table 11: The Procter & Gamble Co: Key Employees
- Table 12: The Procter & Gamble Co: Key Employees Continued
- Table 13: Unilever N.V.: key facts
- Table 14: Unilever N.V.: Annual Financial Ratios
- Table 15: Unilever N.V.: Key Employees
- Table 16: S.C. Johnson & Son Inc: key facts
- Table 17: S.C. Johnson & Son Inc: Key Employees
- Table 18: Global exchange rate, 2014-18

List Of Figures

LIST OF FIGURES

Figure 1: Global household products market value: \$ million, 2014-18

Figure 2: Global household products market volume: million units, 2014-18

Figure 3: Global household products market category segmentation: % share, by value, 2018

Figure 4: Global household products market geography segmentation: % share, by value, 2018

Figure 5: Global household products market distribution: % share, by value, 2018

Figure 6: Global household products market value forecast: \$ million, 2018-23

Figure 7: Global household products market volume forecast: million units, 2018-23

Figure 8: Forces driving competition in the global household products market, 2018

Figure 9: Drivers of buyer power in the global household products market, 2018

Figure 10: Drivers of supplier power in the global household products market, 2018

Figure 11: Factors influencing the likelihood of new entrants in the global household products market, 2018

Figure 12: Factors influencing the threat of substitutes in the global household products market, 2018

Figure 13: Drivers of degree of rivalry in the global household products market, 2018

Figure 14: Global household products market share: % share, by value, 2018

COMPANIES MENTIONED

The Procter & Gamble Co

Unilever N.V.

S.C. Johnson & Son Inc

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