

Household Products Global Industry Guide 2013-2022

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Abstracts

Household Products Global Industry Guide 2013-2022

SUMMARY

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

SYNOPSIS

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

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.

SCOPE

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

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?

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

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