

# Household Products in Asia-Pacific - Market Summary, Competitive Analysis and Forecast to 2024

<https://marketpublishers.com/r/H1374CC6B1D5EN.html>

Date: July 2021

Pages: 44

Price: US\$ 350.00 (Single User License)

ID: H1374CC6B1D5EN

## Abstracts

Household Products in Asia-Pacific - Market Summary, Competitive Analysis and Forecast to 2024

### SUMMARY

Household Products in Asia-Pacific industry profile provides top-line qualitative and quantitative summary information including: market size (value 2015-19, and forecast to 2024). 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, bleach, and general purpose cleaners. 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 2019 exchange rates.

The Asia-Pacific Household Products market had total revenues of \$64.1bn 2019, representing a compound annual growth rate (CAGR) of 5.1% between 2015 and 2019.

Market consumption volume increased with a CAGR of 3.8% between 2015-2019, to reach a total of 55.9 billion liters in 2019.

Rapid urbanization and the growth of the middle class population are the primary factors driving the growth of household products 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 Asia-Pacific

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the household products market in Asia-Pacific

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 Asia-Pacific household products market with five year forecasts

## **REASONS TO BUY**

What was the size of the Asia-Pacific household products market by value in 2019?

What will be the size of the Asia-Pacific household products market in 2024?

What factors are affecting the strength of competition in the Asia-Pacific household products market?

How has the market performed over the last five years?

What are the main segments that make up Asia-Pacific'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 Asia-Pacific household products market?
- 7.3. Which companies have been most successful in increasing their market share since 2015?
- 7.4. Which companies' market shares have suffered in the last four years?
- 7.5. What are the most popular brands in the market?

## **8 COMPANY PROFILES**

- 8.1. S.C. Johnson & Son Inc
- 8.2. Unilever Plc.
- 8.3. The Procter & Gamble Co
- 8.4. Kao Corporation

## **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: Asia-Pacific household products market value: \$ million, 2015-19

Table 2: Asia-Pacific household products market volume: million liters, 2015-19

Table 3: Asia-Pacific household products market category segmentation: \$ million, 2019

Table 4: Asia-Pacific household products market geography segmentation: \$ million, 2019

Table 5: Asia-Pacific household products market distribution: % share, by value, 2019

Table 6: Asia-Pacific household products market value forecast: \$ million, 2019-24

Table 7: Asia-Pacific household products market volume forecast: million liters, 2019-24

Table 8: Asia-Pacific household products market share: % share, by value, 2019

Table 9: S.C. Johnson & Son Inc: key facts

Table 10: S.C. Johnson & Son Inc: Key Employees

Table 11: Unilever Plc.: key facts

Table 12: Unilever Plc.: Annual Financial Ratios

Table 13: Unilever Plc.: Key Employees

Table 14: The Procter & Gamble Co: key facts

Table 15: The Procter & Gamble Co: Annual Financial Ratios

Table 16: The Procter & Gamble Co: Key Employees

Table 17: The Procter & Gamble Co: Key Employees Continued

Table 18: The Procter & Gamble Co: Key Employees Continued

Table 19: Kao Corporation: key facts

Table 20: Kao Corporation: Annual Financial Ratios

Table 21: Kao Corporation: Key Employees

Table 22: Kao Corporation: Key Employees Continued

Table 23: Asia-Pacific exchange rate, 2015-19

## List Of Figures

### LIST OF FIGURES

Figure 1: Asia-Pacific household products market value: \$ million, 2015-19

Figure 2: Asia-Pacific household products market volume: million liters, 2015-19

Figure 3: Asia-Pacific household products market category segmentation: % share, by value, 2019

Figure 4: Asia-Pacific household products market geography segmentation: % share, by value, 2019

Figure 5: Asia-Pacific household products market distribution: % share, by value, 2019

Figure 6: Asia-Pacific household products market value forecast: \$ million, 2019-24

Figure 7: Asia-Pacific household products market volume forecast: million liters, 2019-24

Figure 8: Forces driving competition in the household products market in Asia-Pacific, 2019

Figure 9: Drivers of buyer power in the household products market in Asia-Pacific, 2019

Figure 10: Drivers of supplier power in the household products market in Asia-Pacific, 2019

Figure 11: Factors influencing the likelihood of new entrants in the household products market in Asia-Pacific, 2019

Figure 12: Factors influencing the threat of substitutes in the household products market in Asia-Pacific, 2019

Figure 13: Drivers of degree of rivalry in the household products market in Asia-Pacific, 2019

Figure 14: Asia-Pacific household products market share: % share, by value, 2019

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