

# Household Products in Asia-Pacific

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## Abstracts

Household Products in Asia-Pacific

### SUMMARY

Household Products in Asia-Pacific industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2014-18, 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 Asia-Pacific household products market had total revenues of \$57,776.7m in 2018, representing a compound annual growth rate (CAGR) of 5.2% between 2014 and 2018.

Market consumption volume increased with a CAGR of 4% between 2014-2018, to reach a total of 53,963.2 million units in 2018.

Large population, rapid urbanization and increasing 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 by both value and volume

## REASONS TO BUY

What was the size of the Asia-Pacific household products market by value in 2018?

What will be the size of the Asia-Pacific household products market in 2023?

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?

Who are the top competitors in Asia-Pacific's household products market?

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### COMPANIES MENTIONED

S.C. Johnson & Son Inc

Hindustan Unilever Limited

Procter & Gamble Hygiene and Health Care Ltd

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