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Household Products in Indonesia

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Abstracts

Household Products in Indonesia

SUMMARY

Household Products in Indonesia industry profile provides top%li%line qualitative and quantitative summary information including: market size (value 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 Indonesian household products market had total revenues of $1,745.3m in 2018, representing a compound annual growth rate (CAGR) of 4.9% between 2014 and 2018.

Market consumption volume increased with a CAGR of 3.8% between 2014%li%2018, to reach a total of 3,350.4 million units in 2018.

Positive economic conditions and rising disposable income largely supported the growth of this market.

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SCOPE

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

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

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 Indonesia household products market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Indonesia's household products market?

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COMPANIES MENTIONED

PT Unilever Indonesia Tbk
Kao Corporation

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