

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

<https://marketpublishers.com/r/HC9EF1F0F3B7EN.html>

Date: July 2021

Pages: 49

Price: US\$ 350.00 (Single User License)

ID: HC9EF1F0F3B7EN

Abstracts

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

SUMMARY

Household Products in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 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 Italian Household Products market had total revenues of \$7,363.5m in 2019, representing a compound annual growth rate (CAGR) of 1.9% between 2015 and 2019.

Market consumption volume increased with a CAGR of 0.8% between 2015-2019, to reach a total of 1,796.1 million liters in 2019.

Unstable economic conditions during the review period impacted 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 Italy

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

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 Italy household products market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the Italy household products market by value in 2019?

What will be the size of the Italy household products market in 2024?

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

How has the market performed over the last five years?

What are the main segments that make up Italy'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 Italian 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. Henkel AG & Co. KGaA
- 8.2. The Procter & Gamble Co
- 8.3. Kimberly-Clark Corp
- 8.4. Reckitt Benckiser Group plc

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: Italy household products market value: \$ million, 2015-19
- Table 2: Italy household products market volume: million liters, 2015-19
- Table 3: Italy household products market category segmentation: \$ million, 2019
- Table 4: Italy household products market geography segmentation: \$ million, 2019
- Table 5: Italy household products market distribution: % share, by value, 2019
- Table 6: Italy household products market value forecast: \$ million, 2019-24
- Table 7: Italy household products market volume forecast: million liters, 2019-24
- Table 8: Italy household products market share: % share, by value, 2019
- Table 9: Henkel AG & Co. KGaA: key facts
- Table 10: Henkel AG & Co. KGaA: Annual Financial Ratios
- Table 11: Henkel AG & Co. KGaA: Annual Financial Ratios (Continued)
- Table 12: Henkel AG & Co. KGaA: Key Employees
- Table 13: Henkel AG & Co. KGaA: Key Employees Continued
- 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: Kimberly-Clark Corp: key facts
- Table 20: Kimberly-Clark Corp: Annual Financial Ratios
- Table 21: Kimberly-Clark Corp: Key Employees
- Table 22: Reckitt Benckiser Group plc: key facts
- Table 23: Reckitt Benckiser Group plc: Annual Financial Ratios
- Table 24: Reckitt Benckiser Group plc: Key Employees
- Table 25: Reckitt Benckiser Group plc: Key Employees Continued
- Table 26: Italy size of population (million), 2015-19
- Table 27: Italy gdp (constant 2005 prices, \$ billion), 2015-19
- Table 28: Italy gdp (current prices, \$ billion), 2015-19
- Table 29: Italy inflation, 2015-19
- Table 30: Italy consumer price index (absolute), 2015-19
- Table 31: Italy exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

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

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

Figure 3: Italy household products market category segmentation: % share, by value, 2019

Figure 4: Italy household products market geography segmentation: % share, by value, 2019

Figure 5: Italy household products market distribution: % share, by value, 2019

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

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

Figure 8: Forces driving competition in the household products market in Italy, 2019

Figure 9: Drivers of buyer power in the household products market in Italy, 2019

Figure 10: Drivers of supplier power in the household products market in Italy, 2019

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

Figure 12: Factors influencing the threat of substitutes in the household products market in Italy, 2019

Figure 13: Drivers of degree of rivalry in the household products market in Italy, 2019

Figure 14: Italy household products market share: % share, by value, 2019

I would like to order

Product name: Household Products in Italy - Market Summary, Competitive Analysis and Forecast to 2024

Product link: <https://marketpublishers.com/r/HC9EF1F0F3B7EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/HC9EF1F0F3B7EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

