

# Household Products in Spain

<https://marketpublishers.com/r/H82C59B2DA7EN.html>

Date: March 2020

Pages: 41

Price: US\$ 350.00 (Single User License)

ID: H82C59B2DA7EN

## Abstracts

Household Products in Spain

### SUMMARY

Household Products in Spain 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 Spanish household products market had total revenues of \$5,282.4m in 2018, representing a compound annual growth rate (CAGR) of 2.8% between 2014 and 2018.

Market consumption volume increased with a CAGR of 1.2% between 2014%li%2018, to reach a total of 1,603.9 million units in 2018.

Improving consumer purchasing power encouraged consumers to spend more on premium household products.

## SCOPE

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

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

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 Spain household products market with five year forecasts

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Spain'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 Spanish household products market?
- 7.3. Which companies have been most successful in increasing their market shares since 2014?
- 7.4. Which companies' market shares have suffered between 2014 and 2018?
- 7.5. What are the most popular brands in the market?

## **8 COMPANY PROFILES**

- 8.1. Reckitt Benckiser Group plc
- 8.2. The Procter & Gamble Co
- 8.3. Henkel AG & Co. KGaA

## **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: Spain household products market value: \$ million, 2014-18
- Table 2: Spain household products market volume: million units, 2014-18
- Table 3: Spain household products market category segmentation: \$ million, 2018
- Table 4: Spain household products market geography segmentation: \$ million, 2018
- Table 5: Spain household products market distribution: % share, by value, 2018
- Table 6: Spain household products market value forecast: \$ million, 2018-23
- Table 7: Spain household products market volume forecast: million units, 2018-23
- Table 8: Spain household products market share: % share, by value, 2018
- Table 9: Reckitt Benckiser Group plc: key facts
- Table 10: Reckitt Benckiser Group plc: Annual Financial Ratios
- Table 11: Reckitt Benckiser Group plc: Key Employees
- Table 12: The Procter & Gamble Co: key facts
- Table 13: The Procter & Gamble Co: Annual Financial Ratios
- Table 14: The Procter & Gamble Co: Key Employees
- Table 15: The Procter & Gamble Co: Key Employees Continued
- Table 16: Henkel AG & Co. KGaA: key facts
- Table 17: Henkel AG & Co. KGaA: Annual Financial Ratios
- Table 18: Henkel AG & Co. KGaA: Annual Financial Ratios (Continued)
- Table 19: Henkel AG & Co. KGaA: Key Employees
- Table 20: Spain size of population (million), 2014-18
- Table 21: Spain gdp (constant 2005 prices, \$ billion), 2014-18
- Table 22: Spain gdp (current prices, \$ billion), 2014-18
- Table 23: Spain inflation, 2014-18
- Table 24: Spain consumer price index (absolute), 2014-18
- Table 25: Spain exchange rate, 2014-18

## List Of Figures

### LIST OF FIGURES

Figure 1: Spain household products market value: \$ million, 2014-18

Figure 2: Spain household products market volume: million units, 2014-18

Figure 3: Spain household products market category segmentation: % share, by value, 2018

Figure 4: Spain household products market geography segmentation: % share, by value, 2018

Figure 5: Spain household products market distribution: % share, by value, 2018

Figure 6: Spain household products market value forecast: \$ million, 2018-23

Figure 7: Spain household products market volume forecast: million units, 2018-23

Figure 8: Forces driving competition in the household products market in Spain, 2018

Figure 9: Drivers of buyer power in the household products market in Spain, 2018

Figure 10: Drivers of supplier power in the household products market in Spain, 2018

Figure 11: Factors influencing the likelihood of new entrants in the household products market in Spain, 2018

Figure 12: Factors influencing the threat of substitutes in the household products market in Spain, 2018

Figure 13: Drivers of degree of rivalry in the household products market in Spain, 2018

Figure 14: Spain household products market share: % share, by value, 2018

### COMPANIES MENTIONED

Reckitt Benckiser Group plc

The Procter & Gamble Co

Henkel AG & Co. KGaA

## I would like to order

Product name: Household Products in Spain

Product link: <https://marketpublishers.com/r/H82C59B2DA7EN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H82C59B2DA7EN.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