

Italy Household Products Market Summary, Competitive Analysis and Forecast, 2017-2026

<https://marketpublishers.com/r/IDC302C2FEFCEN.html>

Date: October 2022

Pages: 46

Price: US\$ 350.00 (Single User License)

ID: IDC302C2FEFCEN

Abstracts

Italy Household Products Market @Summary, Competitive Analysis and Forecast, 2017-2026

SUMMARY

Household Products in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-21, and forecast to 2026). 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 2021 exchange rates.

The Italian Household Products market had total revenues of \$7,984.5m in 2021, representing a compound annual growth rate (CAGR) of 0.8% between 2016 and 2021.

Market consumption volumes declined with a CAGR of 0% between 2016 and 2021, to reach a total of 1,361.3 million units in 2021.

The performance of the market is forecast to accelerate, with an anticipated CAGR of 1.1% for the five-year period 2021 - 2026, which is expected to drive the market to a value of \$8,447.1m by the end of 2026.

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

REASONS TO BUY

What was the size of the Italy household products market by value in 2021?

What will be the size of the Italy household products market in 2026?

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 shares in the last 5 years?
- 7.4. Which companies' market shares have suffered in the last 5 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. Unilever Italy Holdings Srl
- 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, 2016-21

Table 2: Italy household products market volume: million units, 2016-21

Table 3: Italy household products market category segmentation: % share, by value, 2016-2021

Table 4: Italy household products market category segmentation: \$ million, 2016-2021

Table 5: Italy household products market geography segmentation: \$ million, 2021

Table 6: Italy household products market distribution: % share, by value, 2021

Table 7: Italy household products market value forecast: \$ million, 2021-26

Table 8: Italy household products market volume forecast: million units, 2021-26

Table 9: Italy household products market share: % share, by value, 2021

Table 10: Henkel AG & Co. KGaA: key facts

Table 11: Henkel AG & Co. KGaA: Annual Financial Ratios

Table 12: Henkel AG & Co. KGaA: Key Employees

Table 13: The Procter & Gamble Co: key facts

Table 14: The Procter & Gamble Co: Annual Financial Ratios

Table 15: The Procter & Gamble Co: Key Employees

Table 16: The Procter & Gamble Co: Key Employees Continued

Table 17: Unilever Italy Holdings Srl: key facts

Table 18: Unilever Italy Holdings Srl: Key Employees

Table 19: Reckitt Benckiser Group plc: key facts

Table 20: Reckitt Benckiser Group plc: Annual Financial Ratios

Table 21: Reckitt Benckiser Group plc: Key Employees

Table 22: Reckitt Benckiser Group plc: Key Employees Continued

Table 23: Italy size of population (million), 2017-21

Table 24: Italy gdp (constant 2005 prices, \$ billion), 2017-21

Table 25: Italy gdp (current prices, \$ billion), 2017-21

Table 26: Italy inflation, 2017-21

Table 27: Italy consumer price index (absolute), 2017-21

Table 28: Italy exchange rate, 2017-21

List Of Figures

LIST OF FIGURES

Figure 1: Italy household products market value: \$ million, 2016-21

Figure 2: Italy household products market volume: million units, 2016-21

Figure 3: Italy household products market category segmentation: \$ million, 2016-2021

Figure 4: Italy household products market geography segmentation: % share, by value, 2021

Figure 5: Italy household products market distribution: % share, by value, 2021

Figure 6: Italy household products market value forecast: \$ million, 2021-26

Figure 7: Italy household products market volume forecast: million units, 2021-26

Figure 8: Forces driving competition in the household products market in Italy, 2021

Figure 9: Drivers of buyer power in the household products market in Italy, 2021

Figure 10: Drivers of supplier power in the household products market in Italy, 2021

Figure 11: Factors influencing the likelihood of new entrants in the household products market in Italy, 2021

Figure 12: Factors influencing the threat of substitutes in the household products market in Italy, 2021

Figure 13: Drivers of degree of rivalry in the household products market in Italy, 2021

Figure 14: Italy household products market share: % share, by value, 2021

I would like to order

Product name: Italy Household Products Market Summary, Competitive Analysis and Forecast, 2017-2026

Product link: <https://marketpublishers.com/r/IDC302C2FEFCEN.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/IDC302C2FEFCEN.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

