

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

<https://marketpublishers.com/r/SEBEB42F835EEN.html>

Date: October 2022

Pages: 50

Price: US\$ 350.00 (Single User License)

ID: SEBEB42F835EEN

Abstracts

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SUMMARY

Household Products in South Africa 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 South African Household Products market had total revenues of \$2,759.0m in 2021, representing a compound annual growth rate (CAGR) of 6.2% between 2016 and 2021.

Market consumption volume increased with a CAGR of 3.1% between 2016 and 2021, to reach a total of 639.4 million units in 2021.

The performance of the market is forecast to decelerate, with an anticipated CAGR of 5.1% for the five-year period 2021 - 2026, which is expected to drive the market to a value of \$3,535.9m 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 South Africa

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

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 South Africa household products market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up South Africa'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 South African 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. Unilever South Africa (Pty) Ltd
- 8.2. The Procter & Gamble Co
- 8.3. Colgate-Palmolive Co
- 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: South Africa household products market value: \$ million, 2016-21
- Table 2: South Africa household products market volume: million units, 2016-21
- Table 3: South Africa household products market category segmentation: % share, by value, 2016-2021
- Table 4: South Africa household products market category segmentation: \$ million, 2016-2021
- Table 5: South Africa household products market geography segmentation: \$ million, 2021
- Table 6: South Africa household products market distribution: % share, by value, 2021
- Table 7: South Africa household products market value forecast: \$ million, 2021-26
- Table 8: South Africa household products market volume forecast: million units, 2021-26
- Table 9: South Africa household products market share: % share, by value, 2021
- Table 10: Unilever South Africa (Pty) Ltd: key facts
- Table 11: Unilever South Africa (Pty) Ltd: 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: Colgate-Palmolive Co: key facts
- Table 17: Colgate-Palmolive Co: Annual Financial Ratios
- Table 18: Colgate-Palmolive Co: Key Employees
- Table 19: Colgate-Palmolive Co: Key Employees Continued
- Table 20: Colgate-Palmolive Co: Key Employees Continued
- Table 21: Colgate-Palmolive Co: Key Employees Continued
- 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: South Africa size of population (million), 2017-21
- Table 27: South Africa gdp (constant 2005 prices, \$ billion), 2017-21
- Table 28: South Africa gdp (current prices, \$ billion), 2017-21
- Table 29: South Africa inflation, 2017-21
- Table 30: South Africa consumer price index (absolute), 2017-21
- Table 31: South Africa exchange rate, 2017-21

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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