

# Laundry Care Products-EMEA Market Status and Trend Report 2013-2023

<https://marketpublishers.com/r/LEE647A720EEN.html>

Date: February 2018

Pages: 160

Price: US\$ 3,480.00 (Single User License)

ID: LEE647A720EEN

## Abstracts

### Report Summary

Laundry Care Products-EMEA Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Laundry Care Products industry, standing on the readers' perspective, delivering detailed market data and penetrating insights. No matter the client is industry insider, potential entrant or investor, the report will provides useful data and information. Key questions answered by this report include:

Whole EMEA and Regional Market Size of Laundry Care Products 2013-2017, and development forecast 2018-2023

Main market players of Laundry Care Products in EMEA, with company and product introduction, position in the Laundry Care Products market

Market status and development trend of Laundry Care Products by types and applications

Cost and profit status of Laundry Care Products, and marketing status

Market growth drivers and challenges

The report segments the EMEA Laundry Care Products market as:

EMEA Laundry Care Products Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

Europe

Middle East

Africa

EMEA Laundry Care Products Market: Product Type Segment Analysis  
(Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

Laundry Detergents  
Fabric Softeners  
Bleach  
Other Specialty Products

EMEA Laundry Care Products Market: Application Segment Analysis (Consumption  
Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

Household  
Institutional

EMEA Laundry Care Products Market: Players Segment Analysis (Company and  
Product introduction, Laundry Care Products Sales Volume, Revenue, Price and Gross  
Margin):

Procter & Gamble  
Henkel  
Church & Dwight  
The Clorox  
Unilever  
Bombril  
Colgate  
SC Johnson & Son Inc  
Goodmaid Chemicals  
Jyothy Laboratories  
Kao Group  
LG Household and Healthcare  
Lion  
McBride  
Method Products  
Nirma  
Phoenix Brands  
PZ Cussons (UK)  
Reckitt Benckiser  
Rohit Surfactants  
Spotless Iberia

Tesco  
Safeway  
Seventh Generation

In a word, the report provides detailed statistics and analysis on the state of the industry; and is a valuable source of guidance and direction for companies and individuals interested in the market.

## Contents

### **CHAPTER 1 OVERVIEW OF LAUNDRY CARE PRODUCTS**

- 1.1 Definition of Laundry Care Products in This Report
- 1.2 Commercial Types of Laundry Care Products
  - 1.2.1 Laundry Detergents
  - 1.2.2 Fabric Softeners
  - 1.2.3 Bleach
  - 1.2.4 Other Specialty Products
- 1.3 Downstream Application of Laundry Care Products
  - 1.3.1 Household
  - 1.3.2 Institutional
- 1.4 Development History of Laundry Care Products
- 1.5 Market Status and Trend of Laundry Care Products 2013-2023
  - 1.5.1 EMEA Laundry Care Products Market Status and Trend 2013-2023
  - 1.5.2 Regional Laundry Care Products Market Status and Trend 2013-2023

### **CHAPTER 2 EMEA MARKET STATUS AND FORECAST BY REGIONS**

- 2.1 Market Status of Laundry Care Products in EMEA 2013-2017
- 2.2 Consumption Market of Laundry Care Products in EMEA by Regions
  - 2.2.1 Consumption Volume of Laundry Care Products in EMEA by Regions
  - 2.2.2 Revenue of Laundry Care Products in EMEA by Regions
- 2.3 Market Analysis of Laundry Care Products in EMEA by Regions
  - 2.3.1 Market Analysis of Laundry Care Products in Europe 2013-2017
  - 2.3.2 Market Analysis of Laundry Care Products in Middle East 2013-2017
  - 2.3.3 Market Analysis of Laundry Care Products in Africa 2013-2017
- 2.4 Market Development Forecast of Laundry Care Products in EMEA 2018-2023
  - 2.4.1 Market Development Forecast of Laundry Care Products in EMEA 2018-2023
  - 2.4.2 Market Development Forecast of Laundry Care Products by Regions 2018-2023

### **CHAPTER 3 EMEA MARKET STATUS AND FORECAST BY TYPES**

- 3.1 Whole EMEA Market Status by Types
  - 3.1.1 Consumption Volume of Laundry Care Products in EMEA by Types
  - 3.1.2 Revenue of Laundry Care Products in EMEA by Types
- 3.2 EMEA Market Status by Types in Major Countries
  - 3.2.1 Market Status by Types in Europe

- 3.2.2 Market Status by Types in Middle East
- 3.2.3 Market Status by Types in Africa
- 3.3 Market Forecast of Laundry Care Products in EMEA by Types

## **CHAPTER 4 EMEA MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY**

- 4.1 Demand Volume of Laundry Care Products in EMEA by Downstream Industry
- 4.2 Demand Volume of Laundry Care Products by Downstream Industry in Major Countries
  - 4.2.1 Demand Volume of Laundry Care Products by Downstream Industry in Europe
  - 4.2.2 Demand Volume of Laundry Care Products by Downstream Industry in Middle East
  - 4.2.3 Demand Volume of Laundry Care Products by Downstream Industry in Africa
- 4.3 Market Forecast of Laundry Care Products in EMEA by Downstream Industry

## **CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF LAUNDRY CARE PRODUCTS**

- 5.1 EMEA Economy Situation and Trend Overview
- 5.2 Laundry Care Products Downstream Industry Situation and Trend Overview

## **CHAPTER 6 LAUNDRY CARE PRODUCTS MARKET COMPETITION STATUS BY MAJOR PLAYERS IN EMEA**

- 6.1 Sales Volume of Laundry Care Products in EMEA by Major Players
- 6.2 Revenue of Laundry Care Products in EMEA by Major Players
- 6.3 Basic Information of Laundry Care Products by Major Players
  - 6.3.1 Headquarters Location and Established Time of Laundry Care Products Major Players
  - 6.3.2 Employees and Revenue Level of Laundry Care Products Major Players
- 6.4 Market Competition News and Trend
  - 6.4.1 Merger, Consolidation or Acquisition News
  - 6.4.2 Investment or Disinvestment News
  - 6.4.3 New Product Development and Launch

## **CHAPTER 7 LAUNDRY CARE PRODUCTS MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA**

## 7.1 Procter & Gamble

### 7.1.1 Company profile

### 7.1.2 Representative Laundry Care Products Product

### 7.1.3 Laundry Care Products Sales, Revenue, Price and Gross Margin of Procter & Gamble

## 7.2 Henkel

### 7.2.1 Company profile

### 7.2.2 Representative Laundry Care Products Product

### 7.2.3 Laundry Care Products Sales, Revenue, Price and Gross Margin of Henkel

## 7.3 Church & Dwight

### 7.3.1 Company profile

### 7.3.2 Representative Laundry Care Products Product

### 7.3.3 Laundry Care Products Sales, Revenue, Price and Gross Margin of Church & Dwight

## 7.4 The Clorox

### 7.4.1 Company profile

### 7.4.2 Representative Laundry Care Products Product

### 7.4.3 Laundry Care Products Sales, Revenue, Price and Gross Margin of The Clorox

## 7.5 Unilever

### 7.5.1 Company profile

### 7.5.2 Representative Laundry Care Products Product

### 7.5.3 Laundry Care Products Sales, Revenue, Price and Gross Margin of Unilever

## 7.6 Bombril

### 7.6.1 Company profile

### 7.6.2 Representative Laundry Care Products Product

### 7.6.3 Laundry Care Products Sales, Revenue, Price and Gross Margin of Bombril

## 7.7 Colgate

### 7.7.1 Company profile

### 7.7.2 Representative Laundry Care Products Product

### 7.7.3 Laundry Care Products Sales, Revenue, Price and Gross Margin of Colgate

## 7.8 SC Johnson & Son Inc

### 7.8.1 Company profile

### 7.8.2 Representative Laundry Care Products Product

### 7.8.3 Laundry Care Products Sales, Revenue, Price and Gross Margin of SC Johnson & Son Inc

## 7.9 Goodmaid Chemicals

### 7.9.1 Company profile

### 7.9.2 Representative Laundry Care Products Product

### 7.9.3 Laundry Care Products Sales, Revenue, Price and Gross Margin of Goodmaid

## Chemicals

### 7.10 Jyothy Laboratories

#### 7.10.1 Company profile

#### 7.10.2 Representative Laundry Care Products Product

#### 7.10.3 Laundry Care Products Sales, Revenue, Price and Gross Margin of Jyothy

### Laboratories

### 7.11 Kao Group

#### 7.11.1 Company profile

#### 7.11.2 Representative Laundry Care Products Product

#### 7.11.3 Laundry Care Products Sales, Revenue, Price and Gross Margin of Kao Group

### 7.12 LG Household and Healthcare

#### 7.12.1 Company profile

#### 7.12.2 Representative Laundry Care Products Product

#### 7.12.3 Laundry Care Products Sales, Revenue, Price and Gross Margin of LG

### Household and Healthcare

### 7.13 Lion

#### 7.13.1 Company profile

#### 7.13.2 Representative Laundry Care Products Product

#### 7.13.3 Laundry Care Products Sales, Revenue, Price and Gross Margin of Lion

### 7.14 McBride

#### 7.14.1 Company profile

#### 7.14.2 Representative Laundry Care Products Product

#### 7.14.3 Laundry Care Products Sales, Revenue, Price and Gross Margin of McBride

### 7.15 Method Products

#### 7.15.1 Company profile

#### 7.15.2 Representative Laundry Care Products Product

#### 7.15.3 Laundry Care Products Sales, Revenue, Price and Gross Margin of Method

### Products

### 7.16 Nirma

### 7.17 Phoenix Brands

### 7.18 PZ Cussons (UK)

### 7.19 Reckitt Benckiser

### 7.20 Rohit Surfactants

### 7.21 Spotless Iberia

### 7.22 Tesco

### 7.23 Safeway

### 7.24 Seventh Generation

## **CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF LAUNDRY**

## **CARE PRODUCTS**

- 8.1 Industry Chain of Laundry Care Products
- 8.2 Upstream Market and Representative Companies Analysis
- 8.3 Downstream Market and Representative Companies Analysis

## **CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF LAUNDRY CARE PRODUCTS**

- 9.1 Cost Structure Analysis of Laundry Care Products
- 9.2 Raw Materials Cost Analysis of Laundry Care Products
- 9.3 Labor Cost Analysis of Laundry Care Products
- 9.4 Manufacturing Expenses Analysis of Laundry Care Products

## **CHAPTER 10 MARKETING STATUS ANALYSIS OF LAUNDRY CARE PRODUCTS**

- 10.1 Marketing Channel
  - 10.1.1 Direct Marketing
  - 10.1.2 Indirect Marketing
  - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
  - 10.2.1 Pricing Strategy
  - 10.2.2 Brand Strategy
  - 10.2.3 Target Client
- 10.3 Distributors/Traders List

## **CHAPTER 11 REPORT CONCLUSION**

## **CHAPTER 12 RESEARCH METHODOLOGY AND REFERENCE**

- 12.1 Methodology/Research Approach
  - 12.1.1 Research Programs/Design
  - 12.1.2 Market Size Estimation
  - 12.1.3 Market Breakdown and Data Triangulation
- 12.2 Data Source
  - 12.2.1 Secondary Sources
  - 12.2.2 Primary Sources
- 12.3 Reference



## I would like to order

Product name: Laundry Care Products-EMEA Market Status and Trend Report 2013-2023

Product link: <https://marketpublishers.com/r/LEE647A720EEN.html>

Price: US\$ 3,480.00 (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/LEE647A720EEN.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