

Global Household Cleaners Market (By Product- Surface Cleaners, Toilet Bowl Cleaners, Glass Cleaners, Spot Removers, Carpet Cleaners and Bleaches. By Ingredients- Surfactants, Builders, Solvents, Antimicrobials, and Others. By Application- Kitchen Cleaners, Bathroom Cleaners, Floor Cleaners, Fabric Care and Others) – Global Industry Analysis, Size, Share, Growth, Trends and Forecast, 2017 – 2025

<https://marketpublishers.com/r/GD4BEC97C19EN.html>

Date: December 2017

Pages: 126

Price: US\$ 4,795.00 (Single User License)

ID: GD4BEC97C19EN

Abstracts

The report covers the analysis and forecast of the household cleaners market on global as well as regional level. The study provides historic data of 2016 along with the forecast for the period between 2017 and 2025 based on revenue (US\$ Mn).

The study provides a detailed view of the household cleaners market, by segmenting it based on by product, by ingredients, by application and regional demand. Booming use of household cleaners such as surface deodorizers and fabric refreshers is expected to fuel the demand of household cleaners. Moreover, rising research and development work by key players for augmenting the growth of eco-friendly products is further estimated to propel the household cleaners market growth in the near future.

Regional segmentation includes the current and forecast demand for North America, Europe, Asia Pacific, Middle East and Africa and Latin America. The segmentation also includes by product, by ingredients and application in all regions. These include different business strategies adopted by the leading players and their recent developments.

A comprehensive analysis of the market dynamics that is inclusive of market drivers,

restraints, and opportunities is part of the report. Additionally, the report includes potential opportunities in the household cleaners market at the global and regional levels. Market dynamics are the factors which impact the market growth, so their analysis helps understand the ongoing trends of the global market. Therefore, the report provides the forecast of the global market for the period from 2017 to 2025, along with offering an inclusive study of the household cleaners market.

The report provides the size of the household cleaners market in 2016 and the forecast for the next nine years up to 2025. The size of the global household cleaners market is provided in terms of revenue. Market revenue is defined in US\$ Mn. The market dynamics prevalent in North America, Europe, Asia Pacific, Middle East and Africa and Latin America has been taken into account in estimating the growth of the global market.

Market estimates for this study have been based on revenue being derived through regional pricing trends. The household cleaners market has been analyzed based on expected demand. Bottom-up approach is done to estimate the global revenue of the household cleaners market, split into regions. Based on product, ingredients and applications, the individual revenues from all the regions is summed up to achieve the global revenue for household cleaners. Companies were considered for the market share analysis, based on their innovation and application and revenue generation. In the absence of specific data related to the sales of household cleaners several privately held companies, calculated assumptions have been made in view of the company's penetration and regional presence.

The report covers a detailed competitive outlook that includes the market share and company profiles of key players operating in the global market. Key players profiled in the report include Colgate-Palmolive, S.C. Johnson & Son Inc., Bombril S.A., Kao Corporation, Henkel AG & Company, Unilever and few others.

The global household cleaners market has been segmented into:

Global Household Cleaners Market: By Product

Surface Cleaners

Toilet Bowl Cleaners

Manual

Automatic

Glass Cleaners

Spot Removers

Carpet Cleaners

Bleaches

Global Household Cleaners Market: By Ingredients

Surfactants

Builders

Solvents

Antimicrobials

Others

Global Household Cleaners Market: By Application

Kitchen Cleaners

Bathroom Cleaners

Floor Cleaners

Fabric Care

Others

Global Household Cleaners Market: By Geography

Global Household Cleaners Market (By Product- Surface Cleaners, Toilet Bowl Cleaners, Glass Cleaners, Spot Rem...

North America

U.S.

Canada

Mexico

Europe

U.K.

France

Germany

Italy

Rest of Europe

Asia Pacific

India

China

Japan

Rest of Asia Pacific

Middle East and Africa

South Africa

Rest of Middle East and Africa

Latin America

Brazil

Rest of Latin America

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