

Home Care in Italy

Market Direction | 2023-01-25 | 72 pages | Euromonitor

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Report description:

Demand for home care products continued to fall in 2022, following a return to pre-pandemic cleaning and sanitisation regimes, which were less rigorous than during the height of the COVID-19 outbreaks in 2020 and the first half of 2021. Overall, Italians felt less anxious about contacting the virus, thanks to the milder symptoms of new variants and low rates of hospitalisation. This was in marked contrast to 2020, when home care sales saw healthy growth in volume terms, driven by an increased fo...

Euromonitor International's Home Care in Italy market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Home Care market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Rising energy costs lead to decline in number of washing cycles, although scent boosters gain traction amongst consumers

Sustainability grows in importance

Henkel retains its lead, while appliance manufacturers focus on introducing their own laundry care lines

PROSPECTS AND OPPORTUNITIES

Environmental concerns will play a key role, with appliance manufacturers and laundry care players working together to produce optimal laundry care solutions

Difficult economic conditions will restrict sales of non-essential products, with smaller packaging sizes expected to grow in importance

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SC Johnson continues to lead air care amid increasing competition

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Reduction in home cleaning, combined with an increase in car commuting could impact sales of air care products

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Conad grows its presence

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