

Home Care in Thailand

Market Direction | 2023-01-27 | 65 pages | Euromonitor

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Report description:

One of the biggest factors driving trends in home care in Thailand in 2022 is the increasing return to out-of-home lifestyles following the previous pandemic lockdowns. During the height of the pandemic, there was a strong home cocooning trend, during which consumers spent more time cleaning (thus benefitting home care products overall) and also updating and enhancing their environments. As such, the reopening of society heralds a lesser need for such frequent cleaning - thus a lesser volume of...

Euromonitor International's Home Care in Thailand 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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2022 DEVELOPMENTS

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Leading brand Hainter continues to dominate with no competition

Bleach is growing relatively well in convenience store retail and e-commerce

PROSPECTS AND OPPORTUNITIES

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Specialist toilet care products most popular among high-income urban consumers

SJ Johnson & Son maintains its strong lead, while Harpic also gains shares thanks to effective cleaning properties and celebrity endorsements

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In-home insect repellents popular in urban areas, while players capitalise on different formulas for different pests

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