

## **Home Care in Austria**

Market Direction | 2023-01-01 | 66 pages | Euromonitor

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### **Report description:**

Current retail value sales for homecare in Austria continued to grow in 2022, remaining at a higher level than was recorded before the outbreak COVID-19. However, during 2022, many consumers reduced the frequency of their cleaning, and limited their cleaning efforts to more regular cleans rather than the deep cleans seen during COVID-19. This was due to increasing time constraints, with a return to busier everyday lifestyles and less time spent within the home, especially as many consumers switc...

Euromonitor International's Home Care in Austria 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.

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