

Home Care in Germany

Market Direction | 2023-04-03 | 64 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

Report description:

Home care products in Germany are widely available and are considered everyday household essentials, thereby offering a traditionally stable market environment. However, 2022 was defined more unusually by the effects of inflation and the cost-of-living crisis which was common across all major Western European markets. This became especially apparent towards the end of 2022, as monthly inflation rates continued to rise and the cost of everyday essentials such as home care also increased, forcing...

Euromonitor International's Home Care in Germany 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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Home Care in Germany
Euromonitor International
April 2023

List Of Contents And Tables

HOME CARE IN GERMANY

EXECUTIVE SUMMARY

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 1 Households 2017-2022

MARKET DATA

Table 2 Sales of Home Care by Category: Value 2017-2022

Table 3 Sales of Home Care by Category: % Value Growth 2017-2022

Table 4 NBO Company Shares of Home Care: % Value 2018-2022

Table 5 LBN Brand Shares of Home Care: % Value 2019-2022

Table 6 Penetration of Private Label in Home Care by Category: % Value 2017-2022

Table 7 Distribution of Home Care by Format: % Value 2017-2022

Table 8 Distribution of Home Care by Format and Category: % Value 2022

Table 9 Forecast Sales of Home Care by Category: Value 2022-2027

Table 10 □Forecast Sales of Home Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

LAUNDRY CARE IN GERMANY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Stable demand and significant value growth for laundry care in 2022

Sales boosted across convenience-oriented offerings

High possession rate of washing machines detrimental to hand wash detergents

PROSPECTS AND OPPORTUNITIES

Stable conditions expected for laundry care over the forecast period

Popularity of liquid tablet detergents expected to increase

Innovative solutions being explored in sustainability and packaging

CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2017-2022

CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2017-2022

Table 13 Sales of Laundry Care by Category: % Value Growth 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 14 Sales of Laundry Aids by Category: Value 2017-2022

Table 15 Sales of Laundry Aids by Category: % Value Growth 2017-2022

Table 16 Sales of Laundry Detergents by Category: Value 2017-2022

Table 17 Sales of Laundry Detergents by Category: % Value Growth 2017-2022

Table 18 Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2017-2022

Table 19 NBO Company Shares of Laundry Care: % Value 2018-2022

Table 20 □LBN Brand Shares of Laundry Care: % Value 2019-2022

Table 21 □NBO Company Shares of Laundry Aids: % Value 2018-2022

Table 22 □LBN Brand Shares of Laundry Aids: % Value 2019-2022

Table 23 □NBO Company Shares of Laundry Detergents: % Value 2018-2022

Table 24 □LBN Brand Shares of Laundry Detergents: % Value 2019-2022

Table 25 □Forecast Sales of Laundry Care by Category: Value 2022-2027

Table 26 □Forecast Sales of Laundry Care by Category: % Value Growth 2022-2027

DISHWASHING IN GERMANY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Convenience and multipurpose functionality key growth drivers in 2022

Sustainability remains top of mind in Germany

Main players and sustainable new starters

PROSPECTS AND OPPORTUNITIES

Tablet format expected to remain a key growth area

Hand dishwashing to benefit from strong awareness of energy consumption

Sustainability to remain key driver of future sales

CATEGORY INDICATORS

Table 27 Household Possession of Dishwashers 2016-2021

CATEGORY DATA

Table 28 Sales of Dishwashing by Category: Value 2017-2022

Table 29 Sales of Dishwashing by Category: % Value Growth 2017-2022

Table 30 NBO Company Shares of Dishwashing: % Value 2018-2022

Table 31 LBN Brand Shares of Dishwashing: % Value 2019-2022

Table 32 Forecast Sales of Dishwashing by Category: Value 2022-2027

Table 33 Forecast Sales of Dishwashing by Category: % Value Growth 2022-2027

SURFACE CARE IN GERMANY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Surface care value growth driven by higher unit prices in 2022

Interest in multipurpose cleaners driven by demand for versatility

Private label gains ground in task-specific cleaners

PROSPECTS AND OPPORTUNITIES

Surface care to remain relevant in post-pandemic years

Multipurpose cleaners to continue to drive growth in surface care

Private label to benefit from ongoing price sensitivity

CATEGORY DATA

Table 34 Sales of Surface Care by Category: Value 2017-2022

Table 35 Sales of Surface Care by Category: % Value Growth 2017-2022

Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2017-2022

Table 37 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 38 NBO Company Shares of Surface Care: % Value 2018-2022

Table 39 LBN Brand Shares of Surface Care: % Value 2019-2022

Table 40 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2018-2022

Table 41 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2022

Table 42 Forecast Sales of Surface Care by Category: Value 2022-2027

Table 43 □Forecast Sales of Surface Care by Category: % Value Growth 2022-2027

BLEACH IN GERMANY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Demand for bleach continues to decline in Germany

Dan Klorix remains dominant brand in bleach

Bleach not as commonly used in Germany compared to other markets

PROSPECTS AND OPPORTUNITIES

Innovation potential limited for bleach

Bleach to be negatively impacted by demand for eco-friendly alternatives

Dan Klorix projected to maintain lead

CATEGORY DATA

Table 44 Sales of Bleach: Value 2017-2022

Table 45 Sales of Bleach: % Value Growth 2017-2022

Table 46 NBO Company Shares of Bleach: % Value 2018-2022

Table 47 LBN Brand Shares of Bleach: % Value 2019-2022

Table 48 Forecast Sales of Bleach: Value 2022-2027

Table 49 Forecast Sales of Bleach: % Value Growth 2022-2027

TOILET CARE IN GERMANY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Demand for toilet care drops below pre-pandemic levels in 2022

Rim blocks maintains popularity in 2022

Further declines for in-cistern devices in Germany□

PROSPECTS AND OPPORTUNITIES

Projected value declines as toilet care settles into post-pandemic norms

Affordability, convenience and sustainability will remain top of mind

Eco-friendly players to further enter the category

CATEGORY DATA

Table 50 Sales of Toilet Care by Category: Value 2017-2022

Table 51 Sales of Toilet Care by Category: % Value Growth 2017-2022

Table 52 NBO Company Shares of Toilet Care: % Value 2018-2022

Table 53 LBN Brand Shares of Toilet Care: % Value 2019-2022

Table 54 Forecast Sales of Toilet Care by Category: Value 2022-2027

Table 55 Forecast Sales of Toilet Care by Category: % Value Growth 2022-2027

POLISHES IN GERMANY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Value growth for polishes attributed to inflationary effects in 2022

Hybrid working measures further impact demand for shoe polish sales

Polishes remains consolidated competitive landscape, dominated by three players

PROSPECTS AND OPPORTUNITIES

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Declining demand for furniture polish due to modern furniture materials

Reduced shelf space expected to remain a challenge to future growth

Metal polish expected to remain niche format

CATEGORY DATA

Table 56 Sales of Polishes by Category: Value 2017-2022

Table 57 Sales of Polishes by Category: % Value Growth 2017-2022

Table 58 NBO Company Shares of Polishes: % Value 2018-2022

Table 59 LBN Brand Shares of Polishes: % Value 2019-2022

Table 60 Forecast Sales of Polishes by Category: Value 2022-2027

Table 61 Forecast Sales of Polishes by Category: % Value Growth 2022-2027

AIR CARE IN GERMANY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Air care sales remain buoyant in Germany

Car air fresheners rebounds due to greater return to travel in 2022

Air care remains consolidated competitive landscape in 2022

PROSPECTS AND OPPORTUNITIES

Leading spray/aerosol format expected to post steady declines

Car air fresheners to benefit from longer-term trends in car sharing

Electric air fresheners expected to benefit from smart home shift

CATEGORY DATA

Table 62 Sales of Air Care by Category: Value 2017-2022

Table 63 Sales of Air Care by Category: % Value Growth 2017-2022

Table 64 Sales of Air Care by Fragrance: Value Ranking 2020-2022

Table 65 NBO Company Shares of Air Care: % Value 2018-2022

Table 66 LBN Brand Shares of Air Care: % Value 2019-2022

Table 67 Forecast Sales of Air Care by Category: Value 2022-2027

Table 68 Forecast Sales of Air Care by Category: % Value Growth 2022-2027

HOME INSECTICIDES IN GERMANY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Climate change supports some demand for home insecticides in 2022

As environmental concerns grow, so does demand for natural alternatives

Raid retains dominance of spray/aerosol insecticides

PROSPECTS AND OPPORTUNITIES

The EU Green Deal likely to impact home insecticides in Germany

Climate change will continue to shift consumers towards natural approaches

Players expected to increasingly focus on moving towards repellents

CATEGORY DATA

Table 69 Sales of Home Insecticides by Category: Value 2017-2022

Table 70 Sales of Home Insecticides by Category: % Value Growth 2017-2022

Table 71 Sales of Spray/Aerosol Insecticides by Type: % Value 2017-2022

Table 72 NBO Company Shares of Home Insecticides: % Value 2018-2022

Table 73 LBN Brand Shares of Home Insecticides: % Value 2019-2022

Table 74 Forecast Sales of Home Insecticides by Category: Value 2022-2027

Table 75 Forecast Sales of Home Insecticides by Category: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Home Care in Germany

Market Direction | 2023-04-03 | 64 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-09"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com