

North America Household Care Market Report and Forecast 2024-2032

Market Report | 2023-12-22 | 130 pages | EMR Inc.

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Report description:

North America Household Care Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the North America household care market grew significantly in 2023. Aided by the evolving lifestyle trends and heightened focus on cleanliness and hygiene, the market is projected to further grow at a CAGR of 2.4% between 2024 and 2032.

Household care products encompass a broad range of items including cleaning agents, disinfectants, laundry detergents, dishwashing products, and other specialised cleaners. These are quintessential in maintaining cleanliness, hygiene, and comfort in households. With the rise in health consciousness, especially post the global health crises, there's an amplified emphasis on ensuring home environments are sanitised and germ-free. Furthermore, advanced household care products are often equipped with added features like fragrance, stain removal capabilities, and eco-friendly ingredients.

The driving force behind the North America household care market growth is the region's consumer awareness about health and hygiene. Moreover, the convenience-driven lifestyle of North American consumers has amplified the demand for efficient, multi-purpose, and time-saving household care products.

Another major factor is the region's inclination towards sustainable and eco-friendly products. With increased awareness about environmental challenges and the harmful effects of chemicals, there's a noticeable shift towards green household care products. Brands offering biodegradable, organic, or sustainably sourced products have witnessed a pronounced increase their portion in the North America household care market share.

The technological advancement in product formulations and packaging is also a considerable contributor. Innovative formulations ensure better cleaning, longer shelf life, and reduced environmental impact. Packaging, on the other hand, has seen a shift towards eco-friendly materials and designs that allow more efficient product usage and reduce wastage.

The laundry segment, in particular, has seen significant innovation. The introduction of products like laundry pods, which promise convenience, lesser wastage, and efficient cleaning, are swiftly gaining traction among the North American audience. Similarly, the dishwashing segment has seen a rise in demand for products with natural ingredients, ensuring minimal harm to the environment.

North America household care market outlook is likely to encounter a positive impact in the forecast period, with the advent of

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smart homes and the increasing integration of technology in household care. Products that can be used in smart cleaning devices, or those that utilise technology to ensure more efficient cleaning, are anticipated to dominate the market. The rise of e-commerce has also opened up new avenues for growth, with brands focusing more on direct-to-consumer models and online retail partnerships.

Market Segmentation

The market can be divided based on products, and country.

Market Breakup by Products

- Laundry Detergents
- Laundry Additives
- Dishwashing
- Hard Surface Cleaners
- Toilet Care

Market Breakup by Country

- Canada
- United States of America

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the North America household care market. Some of the major players explored in the report by Expert Market Research are as follows:

- Unilever Plc
- The Procter & Gamble Company
- Henkel Corporation
- Kao Corporation
- The Clorox Company
- Reckitt Benckiser Group PLC
- S.C. Johnson & Son Inc.
- Church & Dwight Co., Inc.
- Colgate-Palmolive Company
- Others

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Table of Contents:

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
 - 3.1 Market Definition and Outlook

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- 3.2 Properties and Applications
- 3.3 Market Analysis
- 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
 - 5.1 Overview
 - 5.2 Key Drivers
 - 5.3 Key Developments
 - 5.4 Competitive Structure
 - 5.5 Key Industrial Trends
- 6 Snapshot
 - 6.1 North America
- 7 Opportunities and Challenges in the Market
- 8 Global Household Care Market Analysis
 - 8.1 Key Industry Highlights
 - 8.2 Global Household Care Historical Market (2018-2023)
 - 8.3 Global Household Care Market Forecast (2024-2032)
 - 8.4 Global Household Care Market by Region
 - 8.4.1 North America
 - 8.4.2 Europe
 - 8.4.3 Asia Pacific
 - 8.4.4 Latin America
 - 8.4.5 Middle East and Africa
- 9 North America Household Care Market Analysis
 - 9.1 Key Industry Highlights
 - 9.2 North America Household Care Historical Market (2018-2023)
 - 9.3 North America Household Care Market Forecast (2024-2032)
 - 9.4 North America Household Care Market by Products
 - 9.4.1 Laundry Detergents
 - 9.4.1.1 Historical Trend (2018-2023)
 - 9.4.1.2 Forecast Trend (2024-2032)
 - 9.4.2 Laundry Additives
 - 9.4.2.1 Historical Trend (2018-2023)
 - 9.4.2.2 Forecast Trend (2024-2032)
 - 9.4.3 Dishwashing
 - 9.4.3.1 Historical Trend (2018-2023)
 - 9.4.3.2 Forecast Trend (2024-2032)
 - 9.4.4 Hard Surface Cleaners
 - 9.4.4.1 Historical Trend (2018-2023)
 - 9.4.4.2 Forecast Trend (2024-2032)
 - 9.4.5 Toilet Care
 - 9.4.5.1 Historical Trend (2018-2023)
 - 9.4.5.2 Forecast Trend (2024-2032)
 - 9.5 North America Household Care Market by Country
 - 9.5.1 Canada
 - 9.5.2 United States of America
- 10 Regional Analysis

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- 10.1 Canada
 - 10.1.1 Historical Trend (2018-2023)
 - 10.1.2 Forecast Trend (2024-2032)
- 10.2 United States of America
 - 10.2.1 Historical Trend (2018-2023)
 - 10.2.2 Forecast Trend (2024-2032)
- 11 Market Dynamics
 - 11.1 SWOT Analysis
 - 11.1.1 Strengths
 - 11.1.2 Weaknesses
 - 11.1.3 Opportunities
 - 11.1.4 Threats
 - 11.2 Porter's Five Forces Analysis
 - 11.2.1 Supplier's Power
 - 11.2.2 Buyer's Power
 - 11.2.3 Threat of New Entrants
 - 11.2.4 Degree of Rivalry
 - 11.2.5 Threat of Substitutes
 - 11.3 Key Indicators for Demand
 - 11.4 Key Indicators for Price
- 12 Competitive Landscape
 - 12.1 Market Structure
 - 12.2 Company Profiles
 - 12.2.1 Unilever Plc
 - 12.2.1.1 Company Overview
 - 12.2.1.2 Product Portfolio
 - 12.2.1.3 Demographic Reach and Achievements
 - 12.2.1.4 Certifications
 - 12.2.2 The Procter & Gamble Company
 - 12.2.2.1 Company Overview
 - 12.2.2.2 Product Portfolio
 - 12.2.2.3 Demographic Reach and Achievements
 - 12.2.2.4 Certifications
 - 12.2.3 Henkel Corporation
 - 12.2.3.1 Company Overview
 - 12.2.3.2 Product Portfolio
 - 12.2.3.3 Demographic Reach and Achievements
 - 12.2.3.4 Certifications
 - 12.2.4 Kao Corporation
 - 12.2.4.1 Company Overview
 - 12.2.4.2 Product Portfolio
 - 12.2.4.3 Demographic Reach and Achievements
 - 12.2.4.4 Certifications
 - 12.2.5 The Clorox Company
 - 12.2.5.1 Company Overview
 - 12.2.5.2 Product Portfolio
 - 12.2.5.3 Demographic Reach and Achievements

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- 12.2.5.4 Certifications
- 12.2.6 Reckitt Benckiser Group PLC
 - 12.2.6.1 Company Overview
 - 12.2.6.2 Product Portfolio
 - 12.2.6.3 Demographic Reach and Achievements
 - 12.2.6.4 Certifications
- 12.2.7 S.C. Johnson & Son Inc.
 - 12.2.7.1 Company Overview
 - 12.2.7.2 Product Portfolio
 - 12.2.7.3 Demographic Reach and Achievements
 - 12.2.7.4 Certifications
- 12.2.8 Church & Dwight Co., Inc.
 - 12.2.8.1 Company Overview
 - 12.2.8.2 Product Portfolio
 - 12.2.8.3 Demographic Reach and Achievements
 - 12.2.8.4 Certifications
- 12.2.9 Colgate-Palmolive Company
 - 12.2.9.1 Company Overview
 - 12.2.9.2 Product Portfolio
 - 12.2.9.3 Demographic Reach and Achievements
 - 12.2.9.4 Certifications
- 12.2.10 Others
- 13 Key Trends and Developments in the Market

List of Key Figures and Tables

1. North America Household Care Market: Key Industry Highlights, 2018 and 2032
2. North America Household Care Historical Market: Breakup by Products (USD Million), 2018-2023
3. North America Household Care Market Forecast: Breakup by Products (USD Million), 2024-2032
4. North America Household Care Historical Market: Breakup by Country (USD Million), 2018-2023
5. North America Household Care Market Forecast: Breakup by Country (USD Million), 2024-2032
6. North America Household Care Market Structure

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