

Household Products in Italy

Industry Report | 2024-05-24 | 44 pages | MarketLine

AVAILABLE LICENSES:

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

Report description:

Household Products in Italy

Summary

Household Products in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The household products market consists of the retail sale of textile washing products, paper products, dishwashing products, air fresheners, insecticides, toilet care, scouring products, furniture & floor polish, shoe polish. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2023 exchange rates.
- The Italian Household Products market had total revenues of \$7,724.6 million in 2023, representing a compound annual growth rate (CAGR) of 1.7% between 2018 and 2023.
- Market consumption volume increased with a CAGR of 0.6% between 2018 and 2023, to reach a total of 1,575.8 million units in 2023.
- The performance of the market is forecast to decelerate, with an anticipated CAGR of 1.3% for the five-year period 2023 - 2028, which is expected to drive the market to a value of \$8,238.0 million by the end of 2028.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the household products market in Italy

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the household products market in Italy
- Leading company profiles reveal details of key household products market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Italy household products market with five year forecasts

Reasons to Buy

- What was the size of the Italy household products market by value in 2023?
- What will be the size of the Italy household products market in 2028?
- What factors are affecting the strength of competition in the Italy household products market?
- How has the market performed over the last five years?
- What are the main segments that make up Italy's household products market?

Table of Contents:

Table of Contents

1 Executive Summary

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive landscape

2 Market Overview

- 2.1. Market definition
- 2.2. Market analysis

3 Market Data

- 3.1. Market value
- 3.2. Market volume

4 Market Segmentation

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 Market Outlook

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 Five Forces Analysis

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 Competitive Landscape

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 7.1. Market share
- 7.2. Who are the leading players in the Italian household products market?
- 7.3. Which companies have been most successful in increasing their market shares in the last 5 years?
- 7.4. Which companies market shares have suffered in the last 5 years (2018-2023)?
- 7.5. What are the most popular brands in the Italian household products market?

8 Company Profiles

- 8.1. Henkel AG & Co. KGaA
- 8.2. The Procter & Gamble Co
- 8.3. Reckitt Benckiser Group plc
- 8.4. Unilever Italy Holdings Srl

9 Macroeconomic Indicators

- 9.1. Country data

10 Appendix

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Household Products in Italy

Industry Report | 2024-05-24 | 44 pages | MarketLine

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 (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		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*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-13
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com