

Home Care in Belgium

Market Direction | 2025-02-05 | 68 pages | Euromonitor

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Report description:

In 2024, the home care market in Belgium recorded a retail value uplift of 4%, however, retail volume sales declined. The primary driver behind these results was inflation, which continued to reshape consumer behaviour. Faced with higher living costs, Belgian consumers reduced their purchases, opting to buy less detergent, dishwashing liquids, and surface cleaners. Another contributing factor is the increasing concentration of cleaning formulas, which require smaller amounts of product per use.

Euromonitor International's Home Care in Belgium 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 2029 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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