

Home Care in Ethiopia

Market Direction | 2025-02-06 | 47 pages | Euromonitor

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Report description:

In 2024, home care in Ethiopia has faced rising prices due to high inflation and a foreign exchange shortage, limiting consumer demand. Small-scale manufacturers of liquid detergents have grown, meeting price-sensitive needs, while private label products have gained traction as affordable alternatives to premium brands. Consumers prefer multi-purpose and larger-sized products for cost efficiency, while liquid detergents continue to outpace bars. Security issues in Amhara and Oromia have hindered...

Euromonitor International's Home Care in Ethiopia 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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