

Home Care in Ghana

Market Direction | 2025-02-06 | 50 pages | Euromonitor

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Report description:

In 2024, home care in Ghana experienced growth in volume sales despite significant price increases across the sector. Products such as washing powder, bleach, and dishwashing soap are expected to see the most growth, as they remain the most frequently purchased household items. However, rising costs have led consumers to switch between brands and seek more affordable alternatives while reducing non-essential purchases. Established brands such as Omo, Sunlight, Key Soap, Ariel, and So Klin have l...

Euromonitor International's Home Care in Ghana 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

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reliable information resources to help drive informed strategic planning.

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