

Household Products in Europe

Industry Report | 2025-06-05 | 46 pages | MarketLine

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Report description:

Household Products in Europe

Summary

Household Products in Europe industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). 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 includes retail sales of textile washing products, tissue & hygiene, dishwashing products, general purpose cleaners, insecticides, and others. The scope of others includes air fresheners, bleach, furniture & floor polish, shoe polish, scouring products and toilet care. Market volume represents retail sales volume. 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 2024 exchange rates.
- The European household products market recorded revenues of \$84,909.3 million in 2024, representing a compound annual growth rate (CAGR) of 0.9% between 2019-24.
- Market consumption volume increased with a CAGR of 0.2% between 2019-24, reaching a total of 16,224.4 million units in 2024.
- The sluggish growth of the European household products market during 2019-24 can be attributed to the economic uncertainty, stagnant wage growth in several key economies, and shifting consumer preferences toward minimalism and sustainability.

Scope

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

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the household products market in Europe
- 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 Europe household products market with five year forecasts

Reasons to Buy

- What was the size of the Europe household products market by value in 2024?
- What will be the size of the Europe household products market in 2029?
- What factors are affecting the strength of competition in the Europe household products market?
- How has the market performed over the last five years?
- What are the main segments that make up Europe's household products market?

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