

Household Products in Italy

Industry Report | 2025-06-05 | 45 pages | MarketLine

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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 and volume 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 Italian household products market recorded revenues of \$8,027.3 million in 2024, representing a compound annual growth rate (CAGR) of 1.6% between 2019-24.
- Market consumption volume increased with a CAGR of 0.9% between 2019-24, reaching a total of 1,600.4 million units in 2024.
- The sluggish growth of the Italian household products market during 2019-24 can be attributed to demographic challenges such as an aging population and cautious consumer spending amid inflationary pressures and political uncertainty.

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

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- 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 by both value and volume

Reasons to Buy

- What was the size of the Italy household products market by value in 2024?
- What will be the size of the Italy household products market in 2029?
- 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

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- 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 during 2019-24?
- 7.4. Which companies market shares have suffered over the same period?
- 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 Plc
- 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

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