

Competitor Strategies in Home Care

July 2023

Table of Contents

INTRODUCTION

Scope

Key findings

COMPETITIVE OVERVIEW

Companies at a glance

Industry dependence

Granularity of growth

Emerging regions drive growth, while developed regions continue to see strong sales

Company strength

Brand diversity essential to manage competitive risks

STRATEGIES

Examining strategies being deployed in home care

Energy consumption: Environmental concern drives strategies around sustainability Energy consumption: Helping consumers manage at-home resource consumption Energy consumption: Reducing average wash temperatures through cold wash

Energy consumption: Innovation supporting less water usage

Sensorial experience: Strategising around scent

Sensorial experience: Enhancing user experience through scent Sensorial experience: Capitalising on the role of fragrance in wellness

Digital: Rise of e-commerce

Digital: Need to engage the digital audience

Digital: Livestreaming as a tool for customer engagement

Digital: Delivering a positive digital experience

KEY TAKEAWAYS

Key findings

APPENDIX

Projected company sales: FAQs (1) Projected company sales: FAQs (2)

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/competitor-strategies-in-home-care/report.