Laundry Care in Germany

Description: Laundry care remains the most important category within home care, accounting for nearly half of overall value sales in 2015. This can be attributed to a penetration rate for washing machines of 96%, combined with a broad variety of products available in an innovation-driven market. In a highly mature market, manufacturers have to build relationships with their customers in order to stay competitive, in turn leading to the regular launch of new products.

These Laundry Care in Germany 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 2020 illustrate how the market is set to change.

Product coverage: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?
- Get a detailed picture of the Laundry 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.

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LAUNDRY CARE IN GERMANY

April 2016

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Fit GmbH in Home Care (germany)

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