Laundry Care in China

Description: Laundry care witnessed slower value growth of 6% in 2016 because the category tended to be statural with steady demand. Consumers began to pay more attention to additional functions of laundry care products. To meet consumers’ upgrading demands, leading players focused on developing laundry care products with different functions, such as colour protection, softening, antibacterial function or full-functions, which led to the function segmentation trend in 2016.

The Laundry Care in China 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 2021 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.

Contents:

LAUNDRY CARE IN CHINA

January 2017

LIST OF CONTENTS AND TABLES

Headlines
Trends
Competitive Landscape
Prospects
Category Indicators
Table 1 Household Possession of Washing Machines 2011-2016
Category Data
Table 2 Sales of Laundry Care by Category: Value 2011-2016
Table 3 Sales of Laundry Care by Category: % Value Growth 2011-2016
Table 4 Sales of Laundry Aids by Category: Value 2011-2016
Table 5 Sales of Laundry Aids by Category: % Value Growth 2011-2016
Table 6 Sales of Laundry Detergents by Category: Value 2011-2016
Table 7 Sales of Laundry Detergents by Category: % Value Growth 2011-2016
Table 8 NBO Company Shares of Laundry Care: % Value 2012-2016
Table 9 LBN Brand Shares of Laundry Care: % Value 2013-2016
Table 10 NBO Company Shares of Laundry Aids: % Value 2012-2016
Table 11 LBN Brand Shares of Laundry Aids: % Value 2013-2016
Table 12 NBO Company Shares of Laundry Detergents: % Value 2012-2016
Table 13 LBN Brand Shares of Laundry Detergents: % Value 2013-2016
Table 14 Forecast Sales of Laundry Care by Category: Value 2016-2021
Table 15 Forecast Sales of Laundry Care by Category: % Value Growth 2016-2021
Guangzhou Blue Moon Co Ltd in Home Care (china)
Strategic Direction
Key Facts
Summary 1 Guangzhou Blue Moon Co Ltd: Key Facts
Competitive Positioning
Summary 2 Guangzhou Blue Moon Co Ltd: Competitive Position 2016
Guangzhou Liby Enterprise Group Co Ltd in Home Care (china)
Strategic Direction
Key Facts
Summary 3 Guangzhou Liby Enterprise Group Co Ltd: Key Facts
Competitive Positioning
Summary 4 Guangzhou Liby Enterprise Group Co Ltd: Competitive Position 2016
Nice Group in Home Care (china)
Strategic Direction
Key Facts
Summary 5 Nice Group: Key Facts
Competitive Positioning
Summary 6 Nice Group: Competitive Position 2016
Shanghai Hutchison Whitecat Co Ltd in Home Care (china)
Strategic Direction
Key Facts
Summary 7 Shanghai Hutchison Whitecat Co Ltd: Key Facts
Competitive Positioning
Summary 8 Shanghai Hutchison Whitecat Co Ltd: Competitive Position 2016
Unilever China Ltd in Home Care (china)
Strategic Direction
Key Facts
Summary 9 Unilever China Ltd: Key Facts
Competitive Positioning
Summary 10 Unilever China Ltd: Competitive Position 2016
Executive Summary
Home Care Experiences A Slight Slowdown in 2016 Compared With the Review Period
Product Upgrades Are A Key Trend in Home Care
Guangzhou Liby Enterprise Group Co Ltd Further Consolidates Its Leading Position
Online Retailing Grows Fast, But Physical Channels Still Dominate
Slower Growth Ahead for Mature Home Care
Key Trends and Developments
Demand for Convenience Contributes To Growth and Innovation
Demand for Natural Ingredients Among Consumers
Concentrated Detergents Will Be the Trend
Market Indicators
Table 16 Households 2011-2016
Table 17 Sales of Home Care by Category: Value 2011-2016
Table 18 Sales of Home Care by Category; % Value Growth 2011-2016
Table 19 NBO Company Shares of Home Care: % Value 2012-2016
Table 20 LBN Brand Shares of Home Care: % Value 2013-2016
Table 21 Distribution of Home Care by Format: % Value 2011-2016
Table 22 Distribution of Home Care by Format and Category: % Value 2016
Table 23 Forecast Sales of Home Care by Category: Value 2016-2021
Table 24 Forecast Sales of Home Care by Category: % Value Growth 2016-2021
Sources
Summary 11 Research Sources

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