



Competitor Strategies in Home Care

July 2024

Table of Contents

INTRODUCTION

Scope

Key findings

COMPETITIVE OVERVIEW

Companies at a glance

Varied industry reliance, with top three being more diversified and the rest more streamlined

Home care market momentum drives growth for leaders

Developed regions contribute significantly to the leading 10

Strong presence in laundry care enhances company strength

Building a brand portfolio strategy around the company's key strengths

STRATEGIES AT PLAY

Key strategies in home care

Premium vs Value: Private label and local brands win on affordable quality

Premium vs Value: Growing share of private label on shelves threatens incumbents

Premium vs Value: Brand superiority and premiumisation a way forward for incumbents

Premium vs Value: Brands tap into specific insights and needs to drive superior innovation

Sustainability: Lowering at-home energy consumption

Sustainability: P&G's collaborations aimed at driving adoption and usage of cold wash

Sustainability: Brands are reducing plastic usage through formats and packaging

Sustainability: Compaction lends to innovative and sustainable product formats

Sustainability: Packaging

Sustainability: Takeaway

Channels: Pricing pressures drive consumers to value-orientated channels

Channels: Growth of private label by region in 2022/2023

Channels: New digital commerce platforms are changing the online retail landscape

Channels: #CleanTok enables Unilever to draw upon consumers captivated with cleaning

Channels: Takeaway

Wellness: External challenges contribute to enhanced focus on the self

Wellness: Addressing wellness needs through sensorial offerings

Wellness: Delivering a sensorial experience through fragrance

Wellness: Takeaway

FUTURE CONSUMPTION OPPORTUNITIES

Future consumption opportunities: The silver economy

Future consumption opportunities: The furry family member

KEY FINDINGS

Key findings

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.