



**Euromonitor
International**

Competitor Strategies in Home Care

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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

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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

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KEY FINDINGS

Key findings

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- **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.

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