



South Korea Home Care Market 2017 Share, Trend, and Segmentation

Home Care South Korea Market 2017 Trends, Market Share, Industry Size, Growth, Opportunities, Analysis

PUNE, INDIA, February 9, 2017 /EINPresswire.com/ -- Description

Home care in South Korea posted a decline in current value sales in 2016. This performance was in sharp contrast to the rest of the review period, when the market had managed to maintain reasonably robust growth in current value terms. The main reason for the negative turnaround in 2016 was the national boycott of Oxy Reckitt Benckiser Ltd. This boycott began in May, after the company officially accepted responsibility for serious health problems and several deaths linked to toxic ingredients in...

Researcher's Home Care in South Korea 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: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

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Why buy this report?

- * Get a detailed picture of the Home 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.

Researcher has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Researcher has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Researcher

January 2017

Executive Summary

Boycott of Oxy Reckitt Benckiser Ltd Harms Overall Performance of Home Care

"chemophobia" Spreads Among Consumers in the Wake of the Oxy Scandal

Other Top Players Make Value Share Gains As Oxy Reckitt Benckiser Loses Ground

Non-store Retailing Outperforms Store-based Retailing in Current Value Growth Terms

Maturity and Safety Concerns Look Set To Hamper Market Development

Key Trends and Developments

"chemophobia" Emerges As A New Threat for Home Care Producers

Non-store Retailing Channels Make Strong Gains in Home Care Distribution

Innovation Is Passive and Largely Limited To Leading Home Care Players

Market Indicators

Table 1 Households 2011-2016

Market Data

Continued...

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