

Voice of the Industry: Home Care 2021

October 2021

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Scope

About Euromonitor International's Voice of the Industry Survey series Respondent breakdown

RESPONDENTS' VIEW ON IMPACT OF COVID-19

Positive impact of COVID-19 on value sales is predicted to last

Preventative health set to remain the core driver of heightened home care demand

Economic recovery and hygiene awareness to drive positive development in home care

2020 growth in global e-commerce penetration

Direct-to-consumer set to increase in relevance as new business models grow

Distribution channels that gained or lost share in 2020, according to the survey

Some consumer trends that emerged from the pandemic are expected to remain influential

Respondents predict sustained focus on environmental-friendliness

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.

 $For more information on this report, further enquiries can be directed via this link {\color{black} www.euromonitor.com/voice-of-the-industry-home-care-2021/report.} \\$