

Domestic Hygiene Beyond the Pandemic in Developing/Emerging Markets

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Developing/emerging countries historically impacted more due to communicable diseases

The pandemic further puts domestic hygiene at centre stage

Developing/emerging markets are fastest growing

Focus on hygiene to persist beyond pandemic, though comparatively lower

Re-engagement with hygiene to support growth in the forecast period

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Popular domestic hygiene products in China

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Performance claims becoming important in purchase decisions and new product launches

Preference for performance claims giving way to hygiene claims...

...which will open more doors for branded players

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Consumers are willing to pay more for high-quality products that deliver on their claims

Desembala premiumising through product formulation and packaging in Brazil

Whealthfields' 4-in-1 tablet detergent aims to offer a premium and convenient experience

The Better Home's eco-friendly natural products aim to capture a niche in India

Executive summary

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