



E-commerce Promotional Mechanics in Home Care, October - December 2020

March 2021

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PROMOTIONAL MECHANICS

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Key Promotional Mechanics findings for the US, October-December 2020

Laundry care has the highest promotional incidence across major home care categories

Promotional incidence significantly increased throughout November compared to the other months

Promotional incidence rate can drastically change depending on day of the week

Promotions typically do not employ a variety of language to entice consumers to purchase

The duration of promotions greatly varies across the different types of promotional language

Procter & Gamble and Henkel had highest promotional incidence for leading home care players (1)

Procter & Gamble and Henkel had highest promotional incidence for leading home care players (2)

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Promotional incidence by online retailers significantly differs across leading players

Amazon's promotional mechanics differ significantly from home care averages for the same time period

Leading retailers' promotional strategies greatly vary on Amazon compared to other retailers

Next steps

About Via from Euromonitor International

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