

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

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