

NOW AVAILABLE

## Household Cleaning Products USA 2006

For over 40 years, the most authoritative and comprehensive annual source of information on the household cleaning products industry, covering:

- Industry trends
- Market size and shares
- Company and brand sales
- New product activity
- Retail distribution
- Advertising expenditures
- Five-year forecasts



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**eKline**  
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# Household Cleaning Products USA 2006



## Report Outline

**Household Cleaning Products USA 2006** is an extensive industry resource used widely by marketing and other executives for competitive analysis, market investigation for new products, and business planning.

### **1. INTRODUCTION**

### **2. EXECUTIVE SUMMARY**

An executive briefing covering developments in 2006, the impact of key trends and issues in the household cleaning products business, and their future implications for industry participants.

### **3. INDUSTRY ANALYSIS**

A summary of industry developments in 2006 and a five-year forecast.

- Market overview
- Companies
- Selling and distribution
- Advertising and promotion
- Private-label activity
- Outlook to 2011

### **4. PRODUCTS**

Pertinent information and insightful analysis of 23 major categories, including category trends and developments; manufacturers' 2006 sales; sales and market shares for leading brands; new product activity; sales by retail channel; private-label sales; promotion; and outlook to 2011. The product categories covered are shown in Table 1.

### **5. MAJOR COMPANIES**

Profiles for 14 major companies, including company activities; sales by product category and brand in 2006, and related analysis; recent developments including acquisitions and new products; corporate overview; and outlook to 2011. The major companies covered are shown in Table 2.

### **6. MINOR COMPANIES**

Brief profiles of 72 smaller marketers of household cleaning products. Profiles include descriptions of companies' business, locations, sales for 2005 with estimates for 2006, major brands, new product activity, distribution, and ad spending.

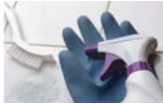
### **7. ADVERTISING**

Media spending for 2006 is provided for each of the product categories and major companies.

### **8. MARKET WATCH BULLETIN**

The Market Watch Bulletin contains information on new product introductions, acquisitions and divestitures, and company developments for the 2006 calendar year.

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**Table 1. PRODUCT CATEGORIES**

## **DEODORIZERS AND DISINFECTANTS**

- Air fresheners
- Carpet deodorizers
- Disinfectants

## **LAUNDRY CARE**

- Bleaches and laundry boosters
- Fabric softeners
- Fine-fabric washes
- Laundry detergents
- Prewash stain removers
- Other (starches and sizings, water conditioners)

## **POLISHES AND WAXES**

- Floor care products
- Household polishes and dusting aids

## **DISH CARE**

- Automatic dishwasher detergents and rinse aids
- Light-duty liquid detergents

## **MULTIPURPOSE AND SPECIALTY CLEANERS**

- All-purpose cleaners
- Bathroom cleaners and mildew removers
- Drain cleaners
- Fabric treatments
- Glass cleaners
- Rug and upholstery cleaners
- Scouring cleansers
- Scouring pads
- Toilet bowl cleaners
- Other (ammonia, metal polishes, oven cleaners)

**Table 2. MAJOR COMPANIES**



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## Report Format

The standard subscription includes one hard copy, the report contents in pdf format, and unlimited online access to the report contents through KlineOnline.com for members of the subscribing company. Additional hard copies will be made available for a nominal fee.

**HCP Online** includes both textual and tabular data and features searching and export capabilities, enabling users to search for specific companies and brands. Most importantly, subscribers to HCP Online can access multiple years of data (2001 through 2006). Benefits of our Web-based product include ease of accessibility; multiple user access; increased timeliness; the ability to search; and access to historical data.

## Consultation

Subscribers are entitled to one day of consultation time to be used during the subscription year. This time can be used for strategic planning assistance or to explore specific or related industry information not covered in the program.

## Methodology

The most important source of information for the study is over 100 personal interviews conducted with household cleaning products companies, retailers, suppliers, and industry associations. This is supported through a rigorous search of secondary information plus a full-time, dedicated effort to the quality and delivery of this report.

Forecasts in this report were generated with Kline's FutureView Analytical Forecasting Model. With the enhanced forecasts, subscribers can see how adjustments in the assumptions behind the forecasts can bring about different outcomes.

## Consulting Capabilities

Through individual client projects, Kline's Consumer Group has assisted clients in making better business decisions regarding the household cleaning products industry since 1964.

- Competitive intelligence
- Acquisition and divestiture support
- New business development
- Profitability/financial analyses



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**Table 3**

## **PUBLICATION SCHEDULE**

**1st Quarter 2007:** Market Watch Bulletin; Minor Companies; Preliminary Products sales data

**2nd Quarter 2007:** The Products; Major Companies

**3rd Quarter 2007:** Advertising; Industry Analysis; Executive Summary

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We offer a wide range of custom consulting services, including:

- Strategic analyses
- R&D benchmarking
- Manufacturing economics
- Perceptual research

Of unique benefit to our clients are our global capabilities and expertise in such related industries as personal care products, household cleaning products, and raw materials. In addition, Kline uses a multidisciplinary approach to ensure that all knowledge, facts, and logic that can affect a project are integrated into and considered in the final outcome. This expertise allows us to identify potentially attractive opportunities and formulate sound strategies for our clients.

Complementing our consulting practice are other syndicated services offered by Kline, including:

- Home Fragrances USA
- Competitor Cost Structures
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- Janitorial and Housekeeping Cleaning Products
- Food Service Cleaning Products USA
- Food Processing and Industrial Cleaning Products USA
- Global Cosmetics & Toiletries



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