

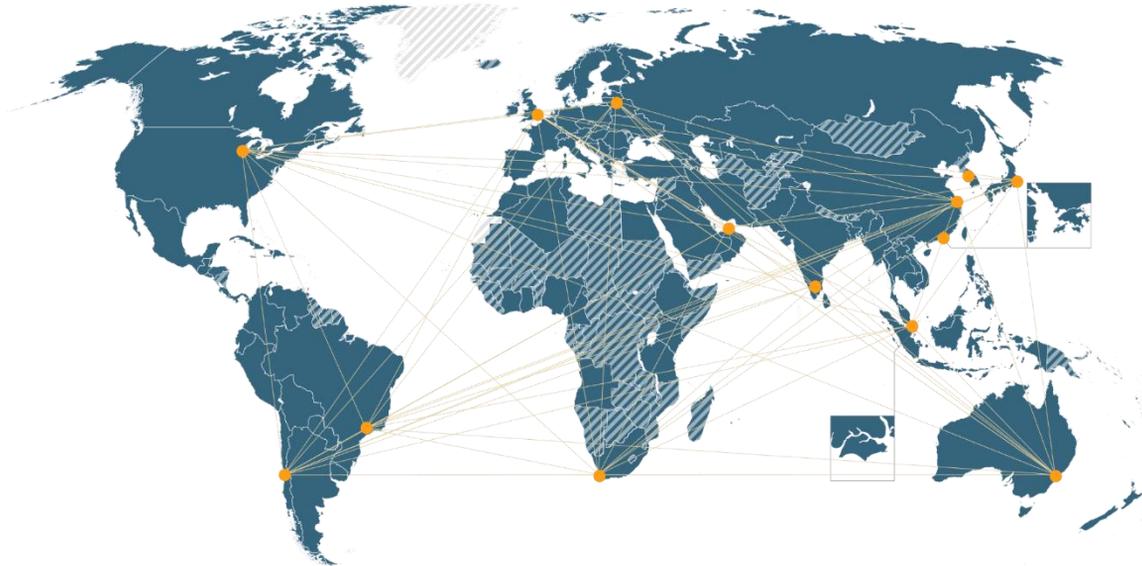
Global Market for Home Care & Beauty & Personal Care

IKW – Mittelstandstagung – 18. September 2018

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Senior Analyst, Home and Technology

Euromonitor International Network And Coverage



● 14 OFFICE LOCATIONS

London, Chicago, Singapore, Shanghai, Vilnius, Santiago, Dubai, Cape Town, Tokyo, Sydney, Bangalore, São Paulo, Hong Kong and Seoul

■ 100 COUNTRIES

in-depth analysis on consumer goods and service industries

■ + ■ 210 COUNTRIES

demographic, macro- and socio-economic data on consumers and economies

OVERVIEW

1. Home Care: Global Overview
2. Beauty & Personal Care: Global Overview
3. Introduction To Euromonitor Consumer Trends
4. Impact Of Euromonitor Consumer Trends On Home Care And Beauty & Personal Care
 - 4.1 Healthy Living
 - 4.2 Ethical Living
 - 4.3 Shopping Reinvented
5. Recommendations And Key Takeaways





1.

Home Care Global Overview

What Is Driving Home Care?



Population
& Income

Habit
Persistence

Product
Price

Home Care Market Growth



5%

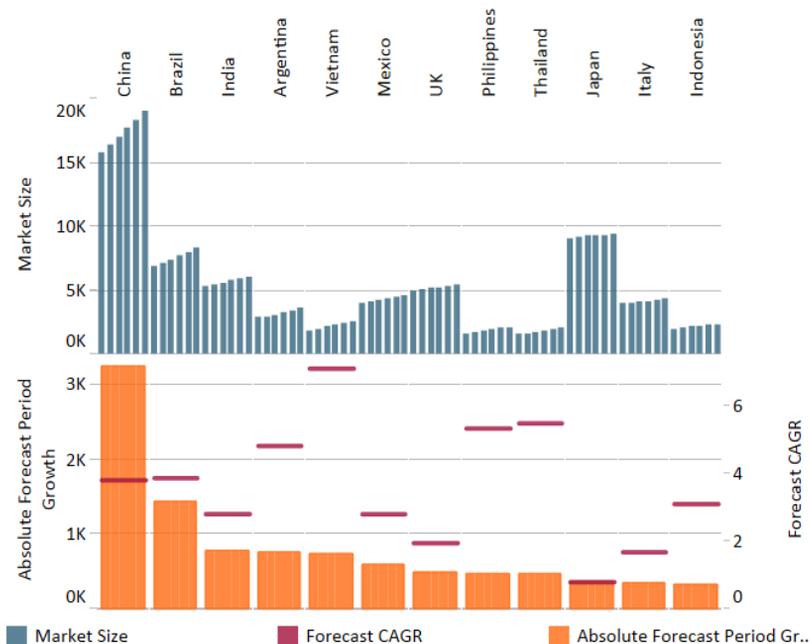
Global Home Care Growth

2017 value sales in current terms

Home Care: Top 10 Growth Markets

Home Care: Top 10 Markets by Forecast Absolute Growth 2017-2022

Retail Value RSP USD million



Key Driver: Disposable Income



Hand

- Hand Wash Detergents
- Bleach
- Bar Detergents
- Hand Dishwashing

Auto

- Stain Removers
- Automatic Detergents
- Fabric Softeners

Modern

- Fine Fabric Detergents
- Concentrated Tablet Detergents
- Concentrated Automatic Detergents
- Eco-Friendly Products

Low

Disposable Income

High

The Concept Of Income Elevation



US\$ 15,300

household disposable income per annum, current values 2017

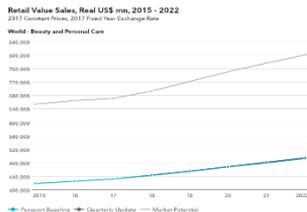




2.

Beauty & Personal Care Global Overview

What Is Driving Beauty & Personal Care?



Income & Population

Saturation



Routine Expansion

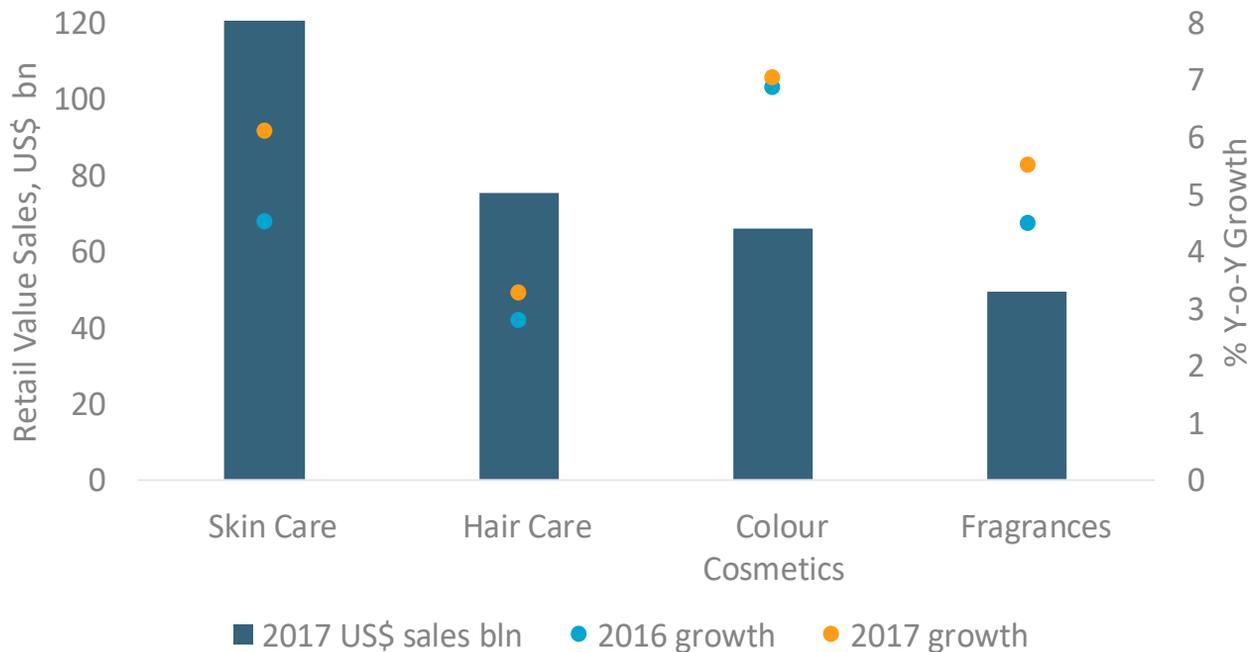
Premiumisation

Steady Growth Driven By The Premium Segment



Skin Care Back In Focus, Colour Still Dynamic

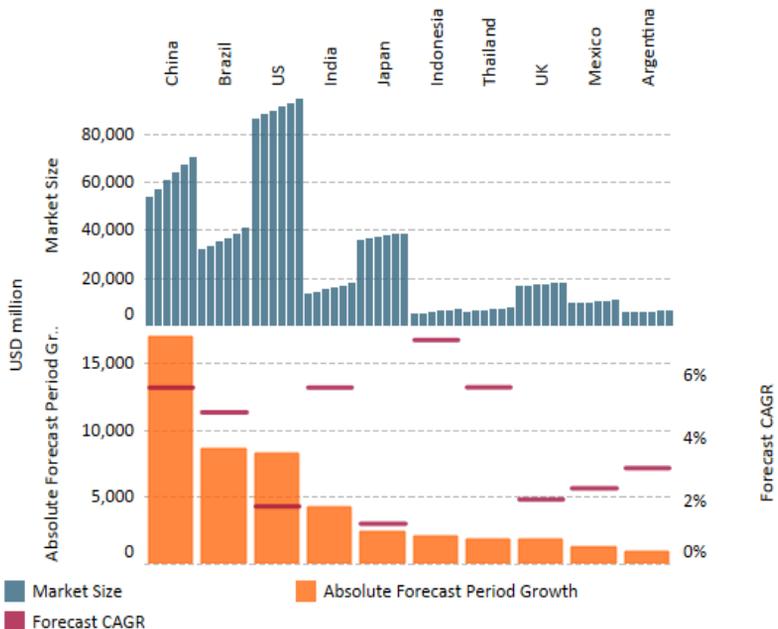
BPC performance by category 2017 vs. 2016



Value sales in current terms, fixed 2017 exchange rate

Beauty & Personal Care: Top 10 Growth Markets

Beauty and Personal Care: Top 10 Markets by Forecast Absolute Growth 2017-2022

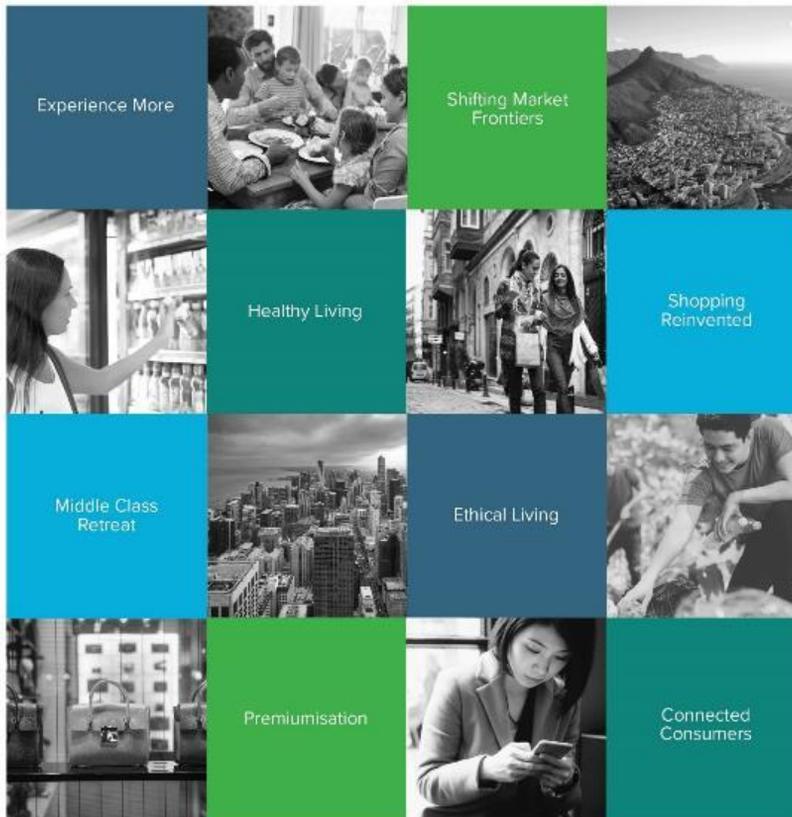


A woman with long brown hair is looking down at her smartphone. The background is a warm orange color with a network of white lines and circular nodes. Some nodes contain icons: a magnifying glass, a question mark, a shopping cart, a laptop, and a Twitter bird. The overall theme is digital technology and consumer trends.

3.

Introduction To Euromonitor Consumer Trends

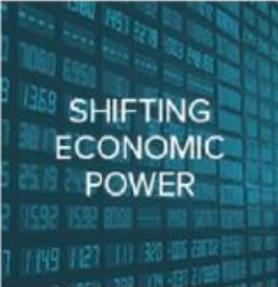
Our Eight Focus Trends Are Defining Consumer Behaviour



Key Drivers Of Euromonitor Consumer Trends

The underlying forces driving change and propelling long-term shifts in consumer attitudes and behaviour

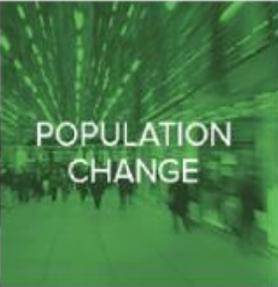
Drivers



SHIFTING
ECONOMIC
POWER



TECHNOLOGY



POPULATION
CHANGE



ENVIRONMENTAL
SHIFTS AND
PRESSURES



CHANGING
VALUES



4.1

Consumer Trend:
Healthy Living

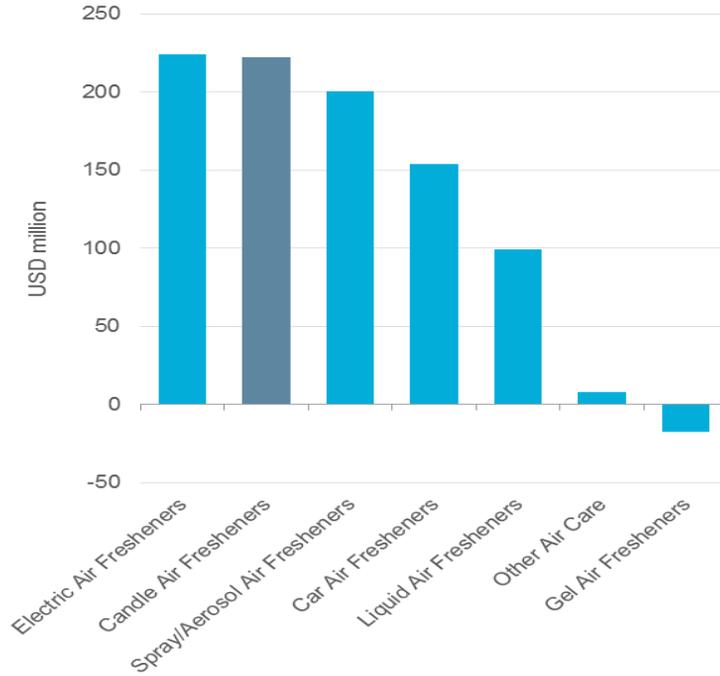
Healthy Living: At-Home Therapy



Healthy Living: At-Home Therapy



Air Care Forecast Absolute Value
Growth by Category 2017/2022

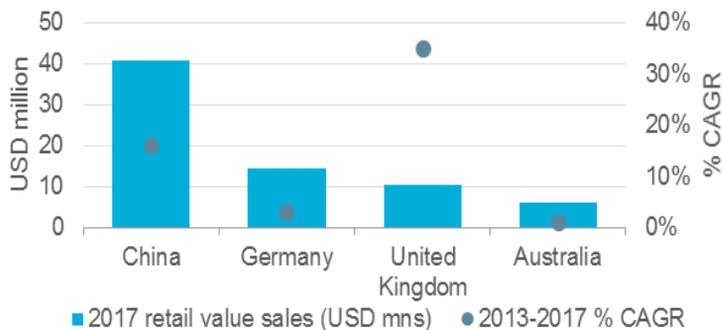


Healthy Living: Hygiene Boost



Image source: Lysol Official Website

Laundry Sanitisers: Top Four Markets by Retail Value Sales 2017 and CAGR 2013-2017



Source: Euromonitor International's Home Care Data

Dettol: A Pledge To Sanitation Education

Teaching new mums healthy habits around the world

Image source: Dettol Official Website



Dettol recorded the strongest growth in global home disinfectants with US\$156 million absolute value growth over 2012-2017.

Tesco: Private Label Diversifies Portfolio



Image source: Tesco Official Website

SC Johnson: Increased Transparency



OUR INGREDIENTS

Image source: SC Johnson Official Website

Beauty Is Tapping Into Wellbeing



*Image source: Dermalogica Official Website,
Deep Sleep Bath Soak Official Website*

Geneu: Same-Day DNA Testing



Image source: Euromonitor

Healthy Living: Clean Labels



*Image source: Sephora Official Website,
REN Official Website*

Giki: Scanning Products For Information



Your Sustainable Shopping Companion

A mobile app that informs you about the products you buy and the companies you buy them from.



Image source: giki Official Website

Healthy Living: Conclusion

Support consumers' needs for a healthy home beyond functional needs

Healthy living reinforces simplicity and a 'back to basics' approach

Rising interest in transparency and safe and healthy product choices

Focus on emotive aspects to enhance brand credibility



4.2

Consumer Trend: Ethical Living



Ethical Living: From Less Water to Waterless



XEROS[®]

BEAD CLEANING

Ethical Living: Saving Water



Image source: Batiste Official Website

Ethical Living: Waterless Formulations In Colour Cosmetics



Image source: Pinch Of Colour Official Website

Splosh: „Wash Away Plastic Waste“



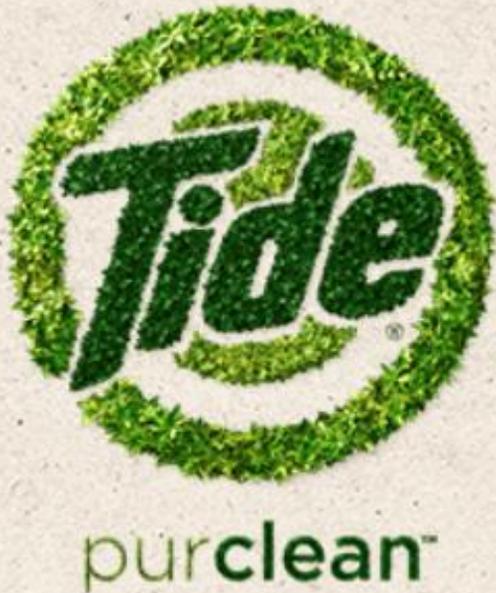
**wash away
plastic waste**

Splosh is the great new way to buy your laundry, home cleaning and washing up essentials.

GET STARTED

Image source: Splosh Official Website

Ethical Living: Turning Laundry Detergents Green



1st
plant-based
detergent*
with the
cleaning power of Tide

*65% plant-based

Image source: Tide Official Website

© Euromonitor International

Ethical Living: Link To Healthy Living



Image source: RXBAR Official Website,
SW Basics Official Website

Ethical Living: Conclusion

“Ethicalisation” of society is still pretty much a Western phenomenon, but it is changing

With successful role models, more companies will look to become more ethical

Ethical will increasingly become integrated into the mainstream

Carbon emissions, climate change and water preservation will remain highly important

Consumers are becoming more eco conscious, however products need to be affordable

4.3

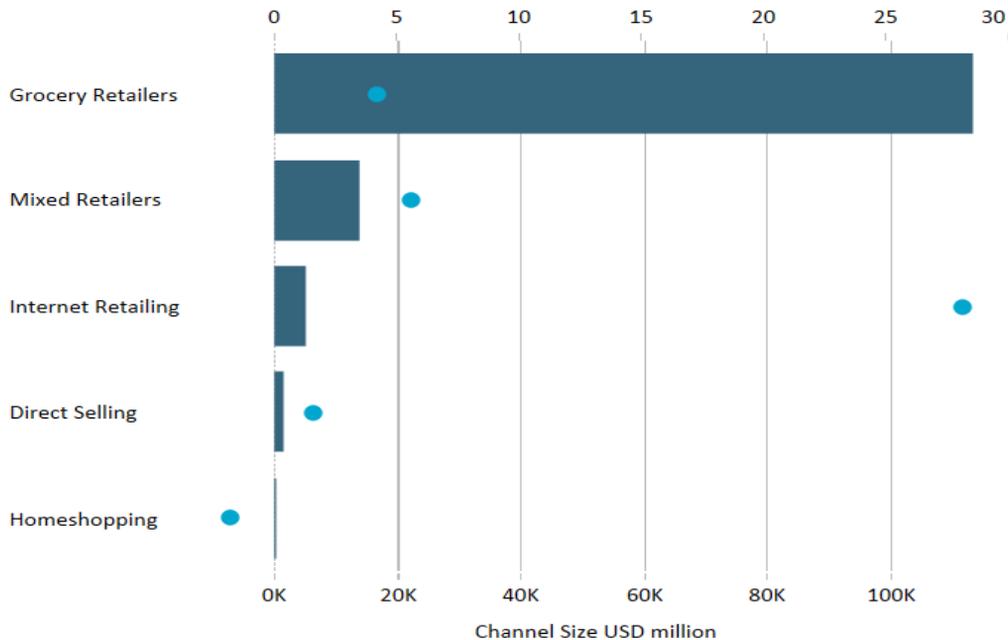
Consumer Trend: Shopping Reinvented



Home Care: Grocery Channel Domination

Home Care: Retail Distribution by Outlet 2017

% CAGR historic period - USD million



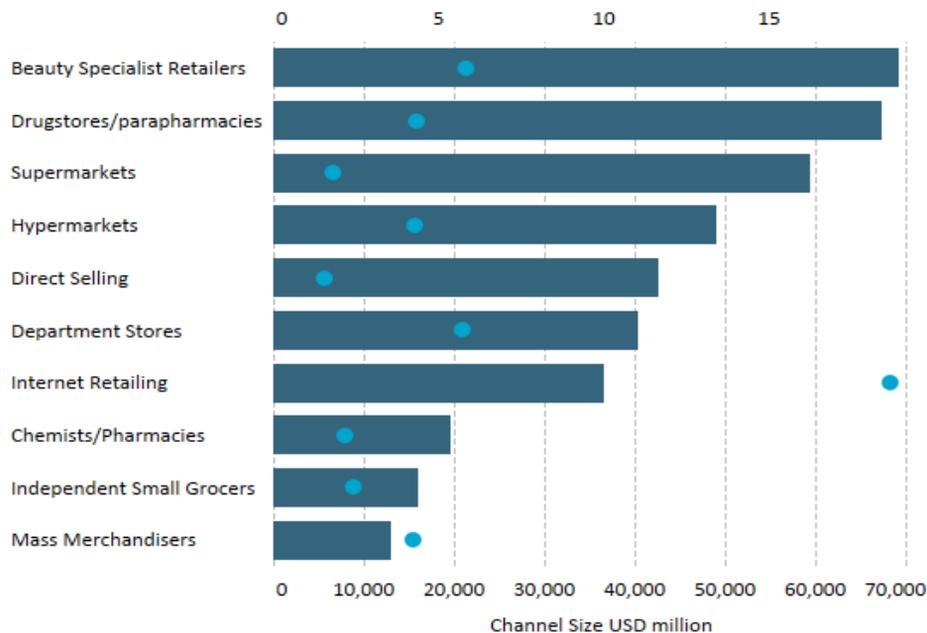
Shopping Reinvented: Offline Retailers Are Here To Stay



Beauty & Personal Care: Strong Growth Of Internet

Beauty and Personal Care: Retail Distribution by Outlet 2017

% CAGR historic period - USD million



Shopping Reinvented: Shopper Journey In An “Unconnected World”



Pre Purchase



Purchase



Post Purchase

Shopping Reinvented: Shopper Journey In A “Connected World”



Pre Purchase



Purchase

TWEETS	FOLLOWING	FOLLOWERS	FAVORITES	LISTS
22.6K	1,593	624K	1,887	2

Gap @Gap · Jun 13
Don't overthink summer. Iced-coffee, shorts, tees & that's it. #gapisms

Gap @Gap · Jun 13
Summer style starts with a great pair of denim shorts. #GapSummer
Get yours here: gap.us/NAShopM

Lana @heromanny · Jun 12
@Gap how will you boost sales by only having 2 cashiers and a line of 12 people waiting? Lunch hour=fast checkout.

Gap @Gap · Jun 12
@heromanny Sorry to hear this. Which store did you visit? Thanks for sharing!

Max Summit @maxsummit · Jun 12
LOVING the latest @Gap ads on #socialmedia especially this one feat. Natasha Lo from @Aibnb pic.twitter.com/0T7slm10Gn

Post Purchase

Shopping Reinvented: Alexa, How Do I Maintain My Customers' Loyalty?"

amazon dash
Replenishment



Auto-Dosing Creates Direct-To-Consumer



Image source: Miele Official Website

Shopping Reinvented: Alternate Business Models



Image source: Smol Official Website

Laundry Delivery Services Are Popping Up



Image source: Zipjet Official Website

Shopping Reinvented: Experiential Shopping



Source: *The Business Journals*

Shopping Reinvented: Frictionless Payments Of The Future



Image source: Euromonitor International

© Euromonitor International

Shopping Reinvented: Conclusion

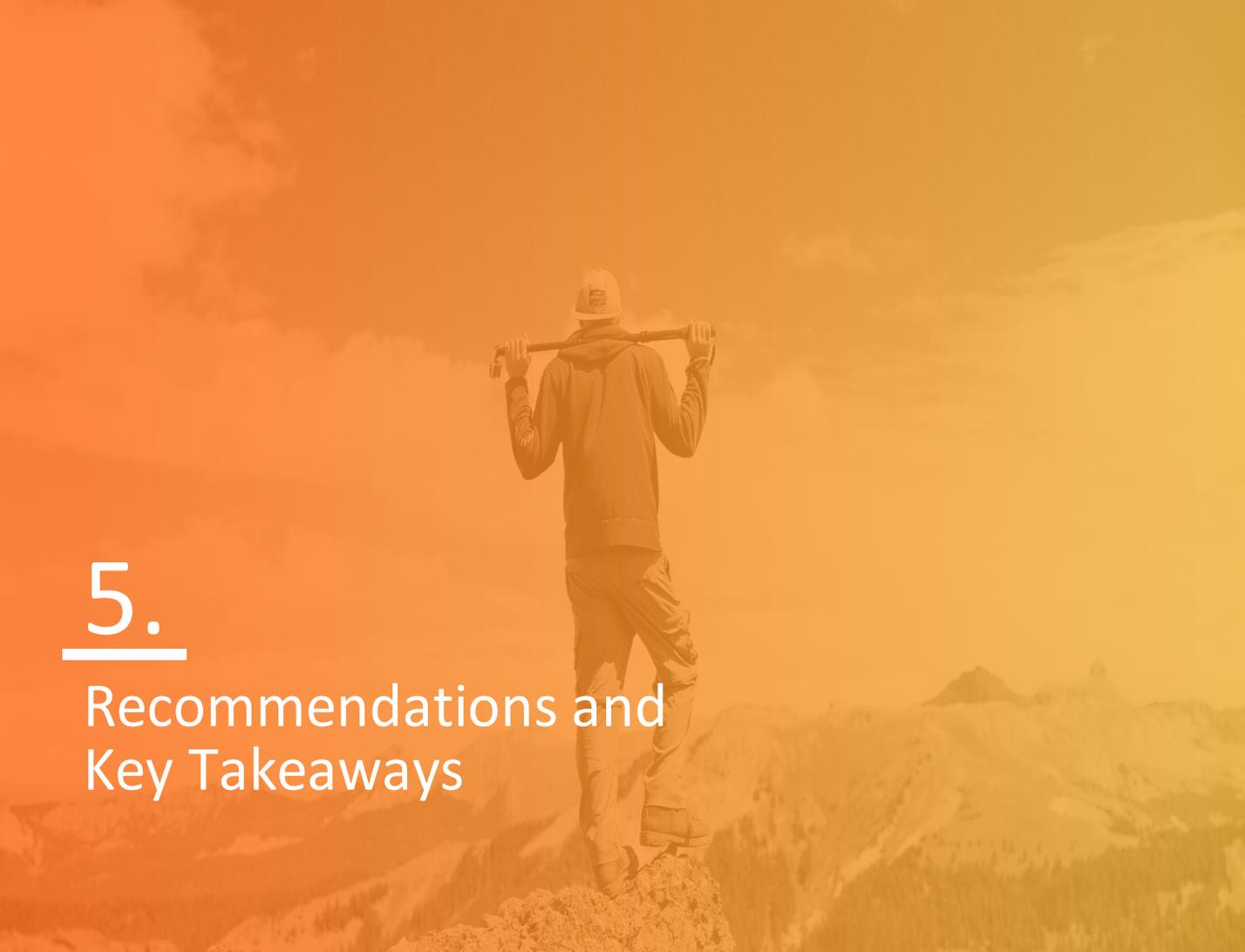
Shopper experience defines value more than price for some customers

Move beyond the transaction to ease consumers into the purchase

Provide a positive shopping experience, beyond the actual transaction

Re-enforce the experience and encourage a re-start of the journey

In-store experience still has a major role to play in Shopping Reinvented

A person wearing a white hard hat and a dark jacket is seen from behind, carrying a large log on their shoulders. They are standing on a rocky outcrop, looking out over a vast mountain range under a hazy, orange-tinted sky. The overall scene conveys a sense of hard work and achievement.

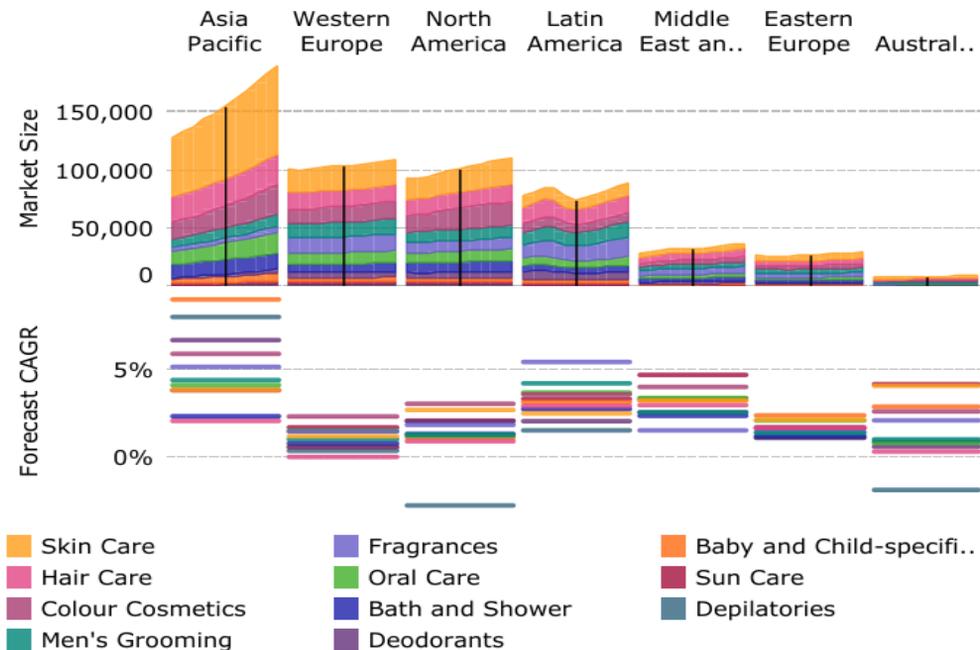
5.

Recommendations and
Key Takeaways

Beauty & Personal Care: Forecast Of Regions

Beauty and Personal Care: Region Size and Growth by Category 2012-2022

Retail Value RSP USD million



Beauty & Personal Care: Areas of Opportunity

Premiumisation: Healthy And Ethical

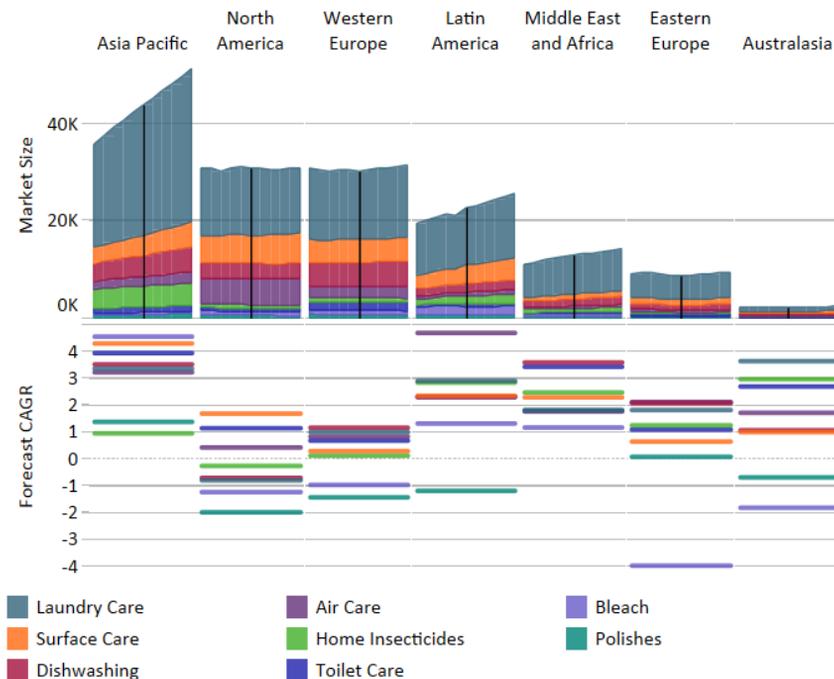
Mass Market: Use Potential In Developing Markets

Distribution: Importance Of Creating A Shopping Experience

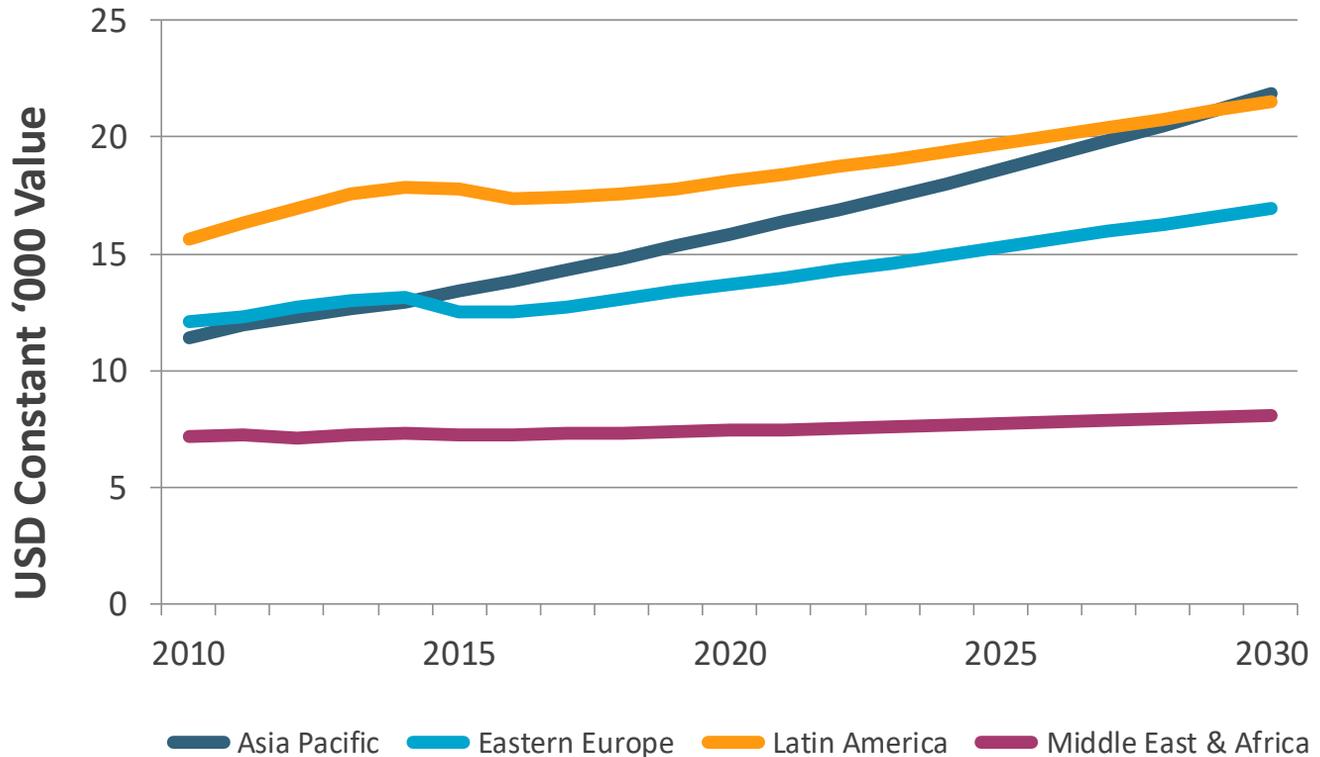
Home Care: Forecast Of Regions

Home Care: Region Size and Growth by Category 2012-2022

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Emerging Markets: Routine Expansion



Home Care: Areas of Opportunity

Tap Into Consumer Trends: Healthy, Ethical, Convenient

Stimulate Routine Expansion Through Innovation

Distribution: E-Commerce Will Be Essential

Euromonitor International Home Care team: Current Strategic Research Topics

Gender roles in Laundry and “Men who Clean”

Full laundry automation is close to being real

Auto-Alchemy: a customised smart experience

Smart Home, AI & Voice create new business models

Water Scarcity is of rising relevance to all strategy

Cold Washing is more than just energy savings

Changes@home: technology, surfaces & fibres

Amazon in Home Care shakes up the channels

Euromonitor International Home Care team: Current Strategic Research Topics

Gender roles in Laundry and “Men who Clean”

Global Briefing publishing Dec 18

ES

Pres

Full laundry automation is close to being real

4x Global Briefings published Jun 18

ES

Pres

Auto-Alchemy: a customised smart experience

Global Briefing (subscribers only)

ES

Pres

Smart Home, AI & Voice create new business models

4x Global Briefings published 2017

ES

Pres

Water Scarcity is of rising relevance to all strategy

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ES

Pres

Cold Washing is more than just energy savings

Global Briefing publishing Dec 18

ES

Pres

Changes@home: technology, surfaces & fibres

Pulled from trends/files 2018

Amazon in Home Care shakes up the channels

Global Briefing published Jun 18

Done and ready to share

In progress

Not planned yet

Thank you

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🐦 [@EMI_Filip](https://twitter.com/EMI_Filip)