

ESM



INCORPORATING

**PRIVATE
LABEL.
EUROPE**

EUROPEAN SUPERMARKET MAGAZINE *Connecting Buyers & Suppliers*

ESM'S 50TH ISSUE

Retail's Biggest Names Help Us Celebrate

Meet The Finalists

EUROPEAN PRIVATE LABEL AWARDS 2018 SHORTLIST

Maestro Of Minsk

Euroopt: The Best Retailer You've (Probably) Never Heard Of

DIA And Amazon

An E-Commerce Match Made in Heaven?

The World Of Fresh

ESM'S ANNUAL FRUIT AND VEGETABLE REPORT

CONFECTIONERY | **SHOPTALK EUROPE** | PACKAGING UNWRAPPED

IN-STORE LIGHTING | **UNDERSTANDING GDPR** | REFRIGERATION



SUPERIOR QUALITY

AND MODERN RELIABLE HOUSEHOLD PRODUCTS



Cyclops SA was founded in 1974 in New Vissaa town in the region of Orestiada.

We specialize in producing various products such as cleaners, poles, brushes and all kinds of houseware.

Our company has managed to create a powerful and mighty presence in both the domestic and international markets, as it has become one of the leading manufacturers of plastic household goods.



Winner of
the innovation
award at the
PLMA in 2016



Ambiente 2018 Hall 6.1 and Stand A 02 – Frankfurt 9th – 13th February.



A New Frontier Concepts such as Amazon Dash may usher in a new direct-to-consumer era for the home-care category.

work, despite the fact that the number of females working outside the home continues to grow. According to the Nielsen report, 44% of respondents said that the female head of household does the majority of the cleaning in the home, compared to 17% of men. This leads to more and more women balancing work, household responsibilities, and child-rearing.

At the same time, modern men are more likely than ever to live alone, with higher levels of disposable income to spend on their image and well-being, as well as

their surroundings. Thus, targeting the male market will become a major opportunity, according to Euromonitor International.

“Following the shift in balance between the sexes, manufacturers are taking gender differences into account and will increasingly look for ways to segment their markets and target consumers more effectively,” Euromonitor International’s Ian Bell commented, in the research firm’s *Top 10 Trends in Home Care for 2017* report earlier this year.

Tech Revolution

In addition to who buys the cleaning products, how s/he purchases them is changing rapidly, too. Modern retail is being increasingly defined by online and offline technologies, and the home-care sector is no exception. Increasingly, consumers are also expected to move their transactions to their mobile devices, but another, potentially larger change is also on the horizon.

While it has yet to become a mainstay in people’s homes, Amazon Dash points to increased direct-to-consumer behaviour in the household-products sector, with brands such as Tide detergent, Finish dishwasher powder, and paper-product firms Bounty and Charmin among those signed up to the new technology. Along similar lines, Kwik, an Israeli start-up, is seeking to democratise this service for wider usage by putting a so-called ‘smart button’ in every home. What role could traditional retailers play in such an environment?

‘To succeed in the new retail landscape, manufacturers need to use a combination of online and offline strategies, not only to help consumers make more informed decisions, but also to add value throughout the entire shopping experience – wherever and whenever that happens to be,’ reads Nielsen’s report.

CYCLOPS - YOUR TRUSTED HOUSEHOLD BRAND



Cyclops is renowned both domestically and internationally as one of the leading manufacturers of plastic household goods. While its products are trademarked, the company also has the ability and the experience to produce exclusively under a client’s brand.

Today, its private, 22,000 square metre facilities house three separate production units, equipped with machinery that use the latest technology.

Cyclops is focused on development, advancement and improvement of all its products on a daily basis. To achieve this, the company has entrusted trained and qualified personnel able to fully service and satisfy customer needs at an international level. For more information, visit www.cyclops.gr

