

## **Surface Care in Germany**

Market Direction | 2022-07-05 | 23 pages | Euromonitor

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### **Report description:**

After experiencing the strongest performance in 2020 across all categories within home care, surface care recorded marginal value decline in 2021. However, value sales remained considerably higher than pre-pandemic levels and overall demand continued to rise. Although the pandemic was deemed to be less of a threat in line with falling cases as a result of Germany's vaccination campaign rollout, consumers continued to be highly aware of the importance of hygiene to avoid infection. Demand for pro...

Euromonitor International's Surface Care in Germany market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Bathroom Cleaners, Descalers, Drain Openers, Floor Cleaners, Home Care Disinfectants, Home Care Wipes and Floor Cleaning Systems, Kitchen Cleaners, Multi-Purpose Cleaners, Oven Cleaners, Scouring Agents, Window/Glass Cleaners.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Surface Care market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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