

## 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney,

Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Surface Care in Germany

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### List Of Contents And Tables

#### **SURFACE CARE IN GERMANY**

##### **KEY DATA FINDINGS**

##### **2021 DEVELOPMENTS**

Heightened hygiene and sanitation concerns continue to drive sales of surface care

Multi-purpose cleaners remain the most used surface care product in Germany

Return of a focus on eco-friendly attributes

##### **PROSPECTS AND OPPORTUNITIES**

Demand to remain elevated despite consumers resuming pre-pandemic routines

Innovation to focus on eco-friendly concentrated products and disinfectant attributes

Demand to continue for multi-purpose antibacterial products

##### **CATEGORY DATA**

Table 1 Sales of Surface Care by Category: Value 2016-2021

Table 2 Sales of Surface Care by Category: % Value Growth 2016-2021

Table 3 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2016-2021

Table 4 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2016-2021

Table 5 NBO Company Shares of Surface Care: % Value 2017-2021

Table 6 LBN Brand Shares of Surface Care: % Value 2018-2021

Table 7 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2017-2021

Table 8 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2018-2021

Table 9 Forecast Sales of Surface Care by Category: Value 2021-2026

Table 10 Forecast Sales of Surface Care by Category: % Value Growth 2021-2026

CHART 1 Home Care Value Sales Growth Scenarios: 2019-2026

CHART 2 Home Care Impact of Drivers on Value Sales: 2019-2026

#### **HOME CARE IN GERMANY**

##### **EXECUTIVE SUMMARY**

Home care in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for home care?

##### **MARKET INDICATORS**

Table 11 Households 2016-2021

##### **MARKET DATA**

Table 12 Sales of Home Care by Category: Value 2016-2021

Table 13 Sales of Home Care by Category: % Value Growth 2016-2021

Table 14 NBO Company Shares of Home Care: % Value 2017-2021

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Table 15 LBN Brand Shares of Home Care: % Value 2018-2021

Table 16 Penetration of Private Label in Home Care by Category: % Value 2016-2021

Table 17 Distribution of Home Care by Format: % Value 2016-2021

Table 18 Distribution of Home Care by Format and Category: % Value 2021

Table 19 Forecast Sales of Home Care by Category: Value 2021-2026

Table 20 Forecast Sales of Home Care by Category: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 1 Research Sources

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