

Surface Care in China

Market Direction | 2023-01-24 | 20 pages | Euromonitor

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Report description:

The current value growth rate of surface care slowed in 2021, with only a low single-digit increase, following a strong surge in 2020 when the pandemic emerged. Then, in 2022, the resurgence of COVID-19 in China, driven by the Omicron variant, further strengthened people's awareness of health and home hygiene, leading to the resumption of higher value growth. Amidst the changes in lockdown measures, consumers spent longer periods at home, stimulating the demand for stockpiling due to consumer co...

Euromonitor International's Surface Care in China 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 2027 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.

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Value sales return to higher growth in 2022, driven by increasing hygiene awareness

Natural ingredients remain popular, and sophisticated demand drives innovation

Shanghai Johnson maintains its lead

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Cross-industry cooperation should be considered to minimise the competition

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