

Surface Care in Indonesia

Market Direction | 2023-01-25 | 18 pages | Euromonitor

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Report description:

The surface care category experienced a strong recovery in 2022 as the pandemic slowed down and consumers slowly gained in confidence. In the previous year, consumers were looking to save money on surface care products by using smaller amounts when cleaning, decreasing the frequency of cleaning, or by buying refills as opposed to buying a bottle of surface cleaner with a pump nozzle. Moreover, demand was partly weakened in the previous year, 2021, by the fact that volume growth had been particul...

Euromonitor International's Surface Care in Indonesia 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

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Surface Care in Indonesia
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List Of Contents And Tables

SURFACE CARE IN INDONESIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong recovery and shift away from multi-purpose cream detergents

Waning demand for home care disinfectants

Sayap Mas Utama benefits from popularity of So Klin

PROSPECTS AND OPPORTUNITIES

Growing demand for convenience

Work needed to generate demand for task-specific surface care products

New products need to make strong feature claims

CATEGORY DATA

Table 1 Sales of Surface Care by Category: Value 2017-2022

Table 2 Sales of Surface Care by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Surface Care: % Value 2018-2022

Table 4 LBN Brand Shares of Surface Care: % Value 2019-2022

Table 5 Forecast Sales of Surface Care by Category: Value 2022-2027

Table 6 Forecast Sales of Surface Care by Category: % Value Growth 2022-2027

HOME CARE IN INDONESIA

EXECUTIVE SUMMARY

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 7 Households 2017-2022

MARKET DATA

Table 8 Sales of Home Care by Category: Value 2017-2022

Table 9 Sales of Home Care by Category: % Value Growth 2017-2022

Table 10 NBO Company Shares of Home Care: % Value 2018-2022

Table 11 LBN Brand Shares of Home Care: % Value 2019-2022

Table 12 Penetration of Private Label in Home Care by Category: % Value 2017-2022

Table 13 Distribution of Home Care by Format: % Value 2017-2022

Table 14 Distribution of Home Care by Format and Category: % Value 2022

Table 15 Forecast Sales of Home Care by Category: Value 2022-2027

Table 16 □Forecast Sales of Home Care by Category: % Value Growth 2022-2027

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