

Surface Care in Argentina

Market Direction | 2023-01-01 | 19 pages | Euromonitor

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Report description:

Products with disinfecting properties as their main benefit witnessed the most significant falls in 2022, sometimes recording double-digit declines. This is largely a result of the lifting of COVID-19 restrictions and consumer behaviour, whereby fears about contracting the virus are fading and people are returning to pre-pandemic levels of work and leisure activity out with the home. Some home disinfectant brands, such as Lysoform and Procenex (Original), saw sales plummet. Ayudin also saw the p...

Euromonitor International's Surface Care in Argentina 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.

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reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales of disinfectants and all-purpose cleaning wipes plummet as pandemic fears fade away

Less regular contact with surfaces impacts all subcategories within surface care in 2022

Unilever reigns in specific surface cleaners, but SC Johnson & Son has a more versatile portfolio

PROSPECTS AND OPPORTUNITIES

Disinfection will remain a key claim for surface care products, despite fears of contagion fading

All-purpose cleaning wipes offer scope for growth within surface care in the coming years

All-purpose cleaners benefit from affordability and versatility, but lack specific surface care attributes

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