

## Surface Care in Austria

Market Direction | 2023-01-01 | 22 pages | Euromonitor

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### Report description:

In 2022, surface care retail volume sales continued to reside at a higher level than before the COVID-19 pandemic, while current retail value sales continued to climb. Even though socialising increased, and consumers spent less time at home, many consumers maintained an increased frequency of cleaning. However, demand cooled down notably in 2021 after the big sales spike seen in 2020, consumers' desire to maintain high levels of cleanliness and hygiene, having adapted to higher hygiene standards...

Euromonitor International's Surface Care in Austria 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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Specific cleaning products lose retail volume sales as multi-purpose cleaners rise

Consumers migrate away from e-commerce and back into store-based retailers

##### PROSPECTS AND OPPORTUNITIES

Home entertaining will boost sales of surface cleaners across the forecast period

Eco-friendly qualities remain important, however, main players lead above green brands

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