

## **Surface Care in Ecuador**

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

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### **Report description:**

Surface care saw dynamic growth during the COVID-19 pandemic as consumers elevated cleaning routines in their homes, and used products to disinfect them on a regular basis. With the pandemic largely under control and virus concerns reduced, consumers, demand for surface care is falling. Nevertheless, retail volume and current value sales of surface care remain well above pre-pandemic levels, with many households still putting a stronger emphasis on home cleanliness in 2022 compared to 2019.

Euromonitor International's Surface Care in Ecuador 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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## **Table of Contents:**

Surface Care in Ecuador  
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List Of Contents And Tables

### **SURFACE CARE IN ECUADOR**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Surface care is affected by a minor impact of the pandemic in Ecuador

Flurry of new small players emerge in more competitive landscape

Despite global inflation, multi-purpose cleaners see price stabilisation

#### **PROSPECTS AND OPPORTUNITIES**

Moderate growth of wipes after initial outbreak

Advertising investment is key to maintaining relevance to consumers

Surface care will face competition from laundry powder detergents

#### **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 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2017-2022

Table 4 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Surface Care: % Value 2018-2022

Table 6 LBN Brand Shares of Surface Care: % Value 2019-2022

Table 7 Forecast Sales of Surface Care by Category: Value 2022-2027

Table 8 Forecast Sales of Surface Care by Category: % Value Growth 2022-2027

### **HOME CARE IN ECUADOR**

#### **EXECUTIVE SUMMARY**

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

#### **MARKET INDICATORS**

Table 9 Households 2017-2022

#### **MARKET DATA**

Table 10 Sales of Home Care by Category: Value 2017-2022

Table 11 Sales of Home Care by Category: % Value Growth 2017-2022

Table 12 NBO Company Shares of Home Care: % Value 2018-2022

Table 13 LBN Brand Shares of Home Care: % Value 2019-2022

Table 14 Penetration of Private Label in Home Care by Category: % Value 2017-2022

Table 15 Distribution of Home Care by Format: % Value 2017-2022

Table 16 Distribution of Home Care by Format and Category: % Value 2022

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Table 17 Forecast Sales of Home Care by Category: Value 2022-2027

Table 18 □Forecast Sales of Home Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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

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