

## Surface Care in Greece

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

### AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### Report description:

The dynamic growth in the sales of home care disinfectants during 2020 and 2021, at the height of the COVID-19 pandemic, was followed by a steep decline in 2022, although sales remained significantly higher compared with 2019. Manufacturers are beginning to discontinue products as consumer demand decreases post-pandemic, but the space allocated to household disinfectants in grocery retailers remains much larger compared with 2019, when category penetration was marginal. Products in spray/aerosol...

Euromonitor International's Surface Care in Greece 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,

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

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.

## **Table of Contents:**

Surface Care in Greece  
Euromonitor International  
January 2023

### List Of Contents And Tables

#### SURFACE CARE IN GREECE

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Household disinfectants in Greece witness losses as COVID-19 fears fade

Inflation and the resumption of pre-pandemic consumer behaviour lead to decline in surface care in 2022

Sustainability is influencing developments, especially in packaging

##### PROSPECTS AND OPPORTUNITIES

Post-COVID rearrangements in the competitive landscape are expected

'Green' brands will likely gain retail share

Trigger sprays will drive growth in surface care over the forecast period

##### 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 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2018-2022

Table 8 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2022

Table 9 Forecast Sales of Surface Care by Category: Value 2022-2027

Table 10 Forecast Sales of Surface Care by Category: % Value Growth 2022-2027

#### HOME CARE IN GREECE

##### EXECUTIVE SUMMARY

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

##### MARKET INDICATORS

Table 11 Households 2017-2022

##### MARKET DATA

Table 12 Sales of Home Care by Category: Value 2017-2022

Table 13 Sales of Home Care by Category: % Value Growth 2017-2022

Table 14 NBO Company Shares of Home Care: % Value 2018-2022

Table 15 LBN Brand Shares of Home Care: % Value 2019-2022

Table 16 Penetration of Private Label in Home Care by Category: % Value 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 17 Distribution of Home Care by Format: % Value 2017-2022

Table 18 Distribution of Home Care by Format and Category: % Value 2022

Table 19 Forecast Sales of Home Care by Category: Value 2022-2027

Table 20 □Forecast Sales of Home Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

**Surface Care in Greece**

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-18
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)