

## **Surface Care in Greece**

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

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### **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.

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## **Table of Contents:**

Surface Care in Greece  
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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

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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

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SOURCES

Summary 1 Research Sources

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