

Surface Care in Ireland

Market Direction | 2023-01-01 | 21 pages | Euromonitor

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Report description:

During the first wave of COVID-19, Irish consumers increased their use of surface care products, especially disinfectants, with logical setbacks then seen in 2021. In 2022, surface care returned to low, but positive volume growth, while rising unit prices drove current retail value growth. Many Irish feel hygiene fatigue, which limits cleaning occasions, with many using one multi-purpose treatment for all surfaces. As a result, multi-purpose cleaners, the largest category within surface cleaners...

Euromonitor International's Surface Care in Ireland 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

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reliable information resources to help drive informed strategic planning.

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Top players gain share thanks to the strong performance of multi-purpose cleaners

Environmental concerns support rising interest in refill solutions

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