

Surface Care in Israel

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

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Report description:

Surface care responded well to the COVID-19 crisis as current value sales increased rapidly in 2020. The main reason for this was the increased concern regarding hygiene and sanitation, with many consumers spending more time cleaning and often using more products when they do so. Consumers were disinfecting their homes more to prevent the spread of the COVID-19 virus. Likewise, with more time spent at home due to lockdown, consumers were cleaning more often so as to make their homes a more pleasant...

Euromonitor International's Surface Care in Israel 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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Prices rising

Convenience remains a key factor, while more specialised products are being launched

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