

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 pleas...

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.

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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 Israel
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List Of Contents And Tables

SURFACE CARE IN ISRAEL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales decline but remain higher than before the pandemic

Prices rising

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

PROSPECTS AND OPPORTUNITIES

Return to growth expected

Robot vacuum cleaners pose threat to market

Growing interest in natural products and DIY methods of cleaning

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 ISRAEL

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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