

Surface Care in Kenya

Market Direction | 2023-01-01 | 16 pages | Euromonitor

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Report description:

2022 saw further robust sales growth for surface care as consumers continued to focus heavily on maintaining the highest standards of hygiene in the home as a result of their experiences during the COVID-19 pandemic. Moreover, over the course of 2022, Kenya's economy and society recovered in earnest from the COVID-19 pandemic, with the return to working in the office for at least partly time among the country's white-collar professionals proving instrumental in supporting sales growth across num...

Euromonitor International's Surface Care in Kenya 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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Further sales growth for surface care as consumers remain focused on hygiene
Stability in the competitive environment as Astonish and Mr Muscle continue to lead
Efficacy and quality more important factors as consumers become more sophisticated
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Positive sales growth is expected as the consumer base for surface care expands
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SOURCES

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Summary 1 Research Sources

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