

Surface Care in Mexico

Market Direction | 2023-01-01 | 22 pages | Euromonitor

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Report description:

Surface care performed well in Mexico in 2022, continuing the positive growth trend registered throughout the review period. Demand was driven by specialised products for the kitchen and bathroom, as well as multipurpose cleaners, which were valued for their cost-effectiveness and multifunctionality around the home. In addition, a number of products claimed to disinfect or eliminate viruses, as consumers continued to value the importance of hygiene in their homes, a legacy of the COVID-19 pandem...

Euromonitor International's Surface Care in Mexico 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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Continued strong performance in 2022, amid consumers' continued hygiene concerns

Eco-friendly products grow in prominence

Smaller players compete for space in consolidated landscape

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Healthy growth expected, with a growing demand for products for specific purposes

Eco-friendly products will continue to gain traction

Brands continue to innovate amid growing competition from private label

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