

**Surface Care in New Zealand**

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

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**Report description:**

Until mid-2021, New Zealand had been relatively unaffected by the COVID-19 pandemic by international standards, in terms of restrictions on movement and gatherings. However, the Delta outbreak in late August 2021 saw a prolonged lockdown in the Auckland region and intermittent lockdowns in other areas across the country, ultimately resulting in the country abandoning its virus elimination strategy. As a consequence, the work from home trend became more prominent. The Omicron outbreak of COVID-19...

Euromonitor International's Surface Care in New Zealand 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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