

Surface Care in North Macedonia

Market Direction | 2023-02-01 | 18 pages | Euromonitor

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Report description:

In response to the outbreak of COVID-19, surface care products performed very well in 2020 and 2021 due to raised hygiene awareness among consumers. The ongoing consumer interest in surface care has encouraged players to extend their portfolios and offer eco-friendly products and more effective cleaning formulas. For example, in May 2021, Saponia dd launched the Arf Hello Sunshine within glass/window cleaners and Arf Hello Sunshine within bathroom cleaners.

Euromonitor International's Surface Care in North Macedonia 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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reliable information resources to help drive informed strategic planning.

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All-purpose cleaning wipes and scouring agents face retail volume declines

SC Johnson & Sons maintains its position as leading player

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