

Surface Care in Switzerland

Market Direction | 2023-01-01 | 21 pages | Euromonitor

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Report description:

Growing demand for convenience and the increasing desire for enhanced hygiene in a post-COVID-19 world contributed to the positive performance of surface care in Switzerland in 2022. Not surprisingly perhaps, home care disinfectants was the most dynamic category in 2022, with interest in these products having exploded during the pandemic. Nonetheless, multi-purpose cleaners remained by far the largest category and continued to enjoy steady growth in retail volume terms in 2022. These products ar...

Euromonitor International's Surface Care in Switzerland 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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Consumers place greater value on convenience over sustainability

Migros maintains the lead with strong portfolio of private label products

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