

Surface Care in Hong Kong, China

Market Direction | 2023-02-01 | 21 pages | Euromonitor

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Report description:

The fifth wave of the pandemic which hit Hong Kong in early 2022 helped support elevated demand for surface care as government health institutions conveyed information that surface cleaning helped to slow the transmission of the virus. A number of surface care products, including multi-purpose cleaners, all purpose cleaning wipes and home care disinfectants that are versatile enough for different areas of the home, experienced notable growth as consumers aimed to maintain stringent cleaning routines.

Euromonitor International's Surface Care in Hong Kong, China 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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Stable demand for surface care in 2022 due to heightened hygiene awareness and fifth wave of the pandemic

Supermarkets dominates distribution but retail e-commerce continues to gain ground

PROSPECTS AND OPPORTUNITIES

A less dynamic performance expected, but demand for surface care will remain elevated over the forecast period

Domestic brands to gain greater traction within surface care in a landscape dominated by multinationals

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