

Surface Care in Taiwan

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

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Report description:

Surface care saw a slower pace of current value growth in 2022, due to stockpiling from 2021, and less anxiety over the pandemic. After the emergence of COVID-19 globally in 2020, and outbreaks in Taiwan in May 2021 and May 2022, Taiwanese consumers showed a greater interest in home care disinfectants. Home care disinfectants turned from a negative performance pre-pandemic to a positive performance from 2020 onwards due to preventative health, but people in Taiwanese prefer using 75% alcohol as...

Euromonitor International's Surface Care in Taiwan 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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Bathroom cleaners continues to lead sales and drive growth

Solid but slowing growth for home care wipes and floor cleaning systems

E-commerce sees a slight rebound after dramatic growth amidst the pandemic

PROSPECTS AND OPPORTUNITIES

Overall value and volume growth expected to remain positive in surface care due to more stringent hygiene habits

Domestic brands endeavour to gain more traction in home care

Antibacterial features, and products integrating bicarbonate of soda expected to persist over the forecast period

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