

Surface Care in India

Market Direction | 2023-02-15 | 18 pages | Euromonitor

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Report description:

In 2022, the reported number of COVID-19 cases fell drastically, along with the increasing vaccination rate in the country. This resulted in a decline in pandemic-induced fear amongst consumers. As such, the frequency of usage of home care disinfectants started to ease, which led to slower volume and current value growth for this category compared with all other years of the review period, both before and during the pandemic. Moreover, the impact of inflationary pressure on the purchasing power...

Euromonitor International's Surface Care in India 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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SURFACE CARE IN INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Drastic easing of the severity of the virus limits uptake of home care disinfectants

Brands ramp up promotional and awareness campaigns to maintain usage occasions for surface care products

Demand for floor cleaners remains resilient due to Indian consumers' cleaning habits

PROSPECTS AND OPPORTUNITIES

Multiple usage occasions to drive the growth of surface care in the forecast period

Increased focus on fragrances in floor cleaners to enhance the customer experience

Price-conscious consumers to support the uptake of combo packs

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HOME CARE IN INDIA

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