

## Surface Care in India

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

### AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Surface Care in India  
Euromonitor International  
February 2023

List Of Contents And Tables

### **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

#### **CATEGORY DATA**

Table 1 Sales of Surface Care by Category: Value 2017-2022

Table 2 Sales of Surface Care by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Surface Care: % Value 2018-2022

Table 4 LBN Brand Shares of Surface Care: % Value 2019-2022

Table 5 Forecast Sales of Surface Care by Category: Value 2022-2027

Table 6 Forecast Sales of Surface Care by Category: % Value Growth 2022-2027

### **HOME CARE IN INDIA**

#### **EXECUTIVE SUMMARY**

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

#### **MARKET INDICATORS**

Table 7 Households 2017-2022

#### **MARKET DATA**

Table 8 Sales of Home Care by Category: Value 2017-2022

Table 9 Sales of Home Care by Category: % Value Growth 2017-2022

Table 10 NBO Company Shares of Home Care: % Value 2018-2022

Table 11 LBN Brand Shares of Home Care: % Value 2019-2022

Table 12 Distribution of Home Care by Format: % Value 2017-2022

Table 13 Distribution of Home Care by Format and Category: % Value 2022

Table 14 Forecast Sales of Home Care by Category: Value 2022-2027

Table 15 Forecast Sales of Home Care by Category: % Value Growth 2022-2027

#### **DISCLAIMER**

#### **SOURCES**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



**Surface Care in India**

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-22"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com