

## **Surface Care in Australia**

Market Direction | 2023-03-22 | 23 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 demand for surface care continued to grow, although at a slower pace compared to the initial surge in sales during the pandemic in Australia. Nevertheless, overall retail volume sales remained significantly higher than 2019 levels due to heightened hygiene awareness. Local consumers have developed a habit of cleaning their homes more regularly, which persisted throughout the year. Moreover, the growth of surface care was attributed to Australians spending greater time at home due to...

Euromonitor International's Surface Care in Australia 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 Australia  
Euromonitor International  
March 2023

List Of Contents And Tables

### **SURFACE CARE IN AUSTRALIA**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Heightened hygiene awareness continues to drive demand for surface care in 2022

Convenient impregnated wet wipes remains popular format

Multi-purpose cleaners regains traction

#### **PROSPECTS AND OPPORTUNITIES**

Sustainability is front and centre of players' efforts

Luxury brands enter surface care

Refill options set to become mainstream to address sustainability concerns

#### **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 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2017-2022

Table 4 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Surface Care: % Value 2018-2022

Table 6 LBN Brand Shares of Surface Care: % Value 2019-2022

Table 7 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2018-2022

Table 8 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2022

Table 9 Forecast Sales of Surface Care by Category: Value 2022-2027

Table 10 □Forecast Sales of Surface Care by Category: % Value Growth 2022-2027

### **HOME CARE IN AUSTRALIA**

#### **EXECUTIVE SUMMARY**

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

#### **MARKET INDICATORS**

Table 11 Households 2017-2022

#### **MARKET DATA**

Table 12 Sales of Home Care by Category: Value 2017-2022

Table 13 Sales of Home Care by Category: % Value Growth 2017-2022

Table 14 NBO Company Shares of Home Care: % Value 2018-2022

Table 15 LBN Brand Shares of Home Care: % Value 2019-2022

Table 16 Penetration of Private Label in Home Care by Category: % Value 2017-2022

Table 17 Distribution of Home Care by Format: % Value 2017-2022

**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)

Table 18 Distribution of Home Care by Format and Category: % Value 2022

Table 19 Forecast Sales of Home Care by Category: Value 2022-2027

Table 20 □Forecast Sales of Home Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

## Surface Care in Australia

Market Direction | 2023-03-22 | 23 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="2025-05-08"/>
		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