

Surface Care in Pakistan

Market Direction | 2023-07-07 | 16 pages | Euromonitor

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Report description:

Surface care saw an explosion in demand in 2020 following the outbreak of COVID-19 as consumers rushed to stock up on products that could protect their homes against the virus. This was followed by a period of stabilisation in 2021. The category saw steady growth in retail volume terms in 2022 as COVID-19 fears subsided and consumers returned to more normalised cleaning and purchasing behaviour. A major sales driver across home care is the rapid growth in Pakistan's population and urbanisation a...

Euromonitor International's Surface Care in Pakistan 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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