

Surface Care in Egypt

Market Direction | 2024-02-22 | 21 pages | Euromonitor

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Report description:

Surface care witnessed an increase in prices by an average of 26% in 2023, but maintained positive sales in volume and value terms with respective growth rates of 2% and 28%. The higher prices were driven by currency devaluation, a high inflation rate, and rising raw material costs. Various surface care products performed differently, with a shift in consumer preferences from some categories to others. For instance, volume sales of multi-purpose cleansers and home care disinfectants surged at th...

Euromonitor International's Surface Care in Egypt 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 2028 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

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reliable information resources to help drive informed strategic planning.

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Euromonitor International
February 2024

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SURFACE CARE IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

Surface care maintains demand despite rising prices due to hygiene awareness
Competition in multi-purpose cleaners is intensifying as consumers seek affordable options
Sales of surface care via e-commerce maintain positive momentum

PROSPECTS AND OPPORTUNITIES

Surface care set to maintain growth, driven by increasing hygiene awareness
Multi-purpose cleaners to benefit from practical, flexible, economy and affordability perceptions
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