

## 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

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Surface Care in Egypt  
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### List Of Contents And Tables

#### 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

Local brands set to focus on health and wellness claims with greater move towards natural alternatives

##### CATEGORY DATA

Table 1 Sales of Surface Care by Category: Value 2018-2023

Table 2 Sales of Surface Care by Category: % Value Growth 2018-2023

Table 3 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 4 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Surface Care: % Value 2019-2023

Table 6 LBN Brand Shares of Surface Care: % Value 2020-2023

Table 7 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

Table 8 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

Table 9 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 10 Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

#### HOME CARE IN EGYPT

##### EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

##### MARKET INDICATORS

Table 11 Households 2018-2023

##### MARKET DATA

Table 12 Sales of Home Care by Category: Value 2018-2023

Table 13 Sales of Home Care by Category: % Value Growth 2018-2023

Table 14 NBO Company Shares of Home Care: % Value 2019-2023

Table 15 LBN Brand Shares of Home Care: % Value 2020-2023

Table 16 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 17 Distribution of Home Care by Format: % Value 2018-2023

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Table 18 Distribution of Home Care by Format and Category: % Value 2023

Table 19 Forecast Sales of Home Care by Category: Value 2023-2028

Table 20 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

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