

Surface Care in Estonia

Market Direction | 2024-02-22 | 18 pages | Euromonitor

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Report description:

In 2023, multi-purpose cleaners remained the largest segment in surface care and also registered the highest volume growth. With inflation still being high, consumers were price sensitive and appreciated the convenience and perceived value for money offered by multi-purpose cleaners. By opting for a single product, it can effectively replace several specialised cleaners. Though a much smaller product area, descales also performed well in terms of volume growth, as consumers look to prolong the l...

Euromonitor International's Surface Care in Estonia 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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Multi-purpose cleaners and descalers perform strongly
Colgate-Palmolive continues to lead surface care
New product development focuses on improved formulas and convenient packaging

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Lidl poised to emerge as serious competitor
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