

## **Surface Care in Japan**

Market Direction | 2024-02-21 | 19 pages | Euromonitor

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### **Report description:**

Most categories within surface care saw declines in both retail volume and current value terms in 2023. The explanation for the drop in volume terms is simple - people began to spend more time outside the home. In May 2023, the Japanese government reclassified COVID-19 from the previous level 2 to level 5, which was the same class as influenza and chicken pox. This changed consumers' perception of the virus, with people less scared of it, and more willing to return to their former lives. This th...

Euromonitor International's Surface Care in Japan 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.

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reliable information resources to help drive informed strategic planning.

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