

Surface Care in New Zealand

Market Direction | 2024-02-22 | 20 pages | Euromonitor

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Report description:

In 2023, the absence of COVID-19 restrictions marked a pivotal shift in consumer behaviour, as it was the first year without such constraints since the onset of the pandemic in 2020. During the lockdowns and restrictions between 2020 and 2022, heightened demand for cleaning products was observed, driven by increased time spent at home. Despite work-from-home trends persisting and inflationary pressures leading to spiked unit prices, value sales for surface care experienced a decline. This shift...

Euromonitor International's Surface Care in New Zealand 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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