

## **Surface Care in North Macedonia**

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

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### **Report description:**

Overall surface care recorded a moderate decline in volume sales terms in 2023, driven by volume falls seen in all product areas apart from kitchen cleaners, and descenders. As a result of rising unit prices, all surface care subcategories recorded strong current value growth during the year. Several international brands enjoyed expansion in surface care in 2023, however, including Pronto and Mr Muscolo from SC Johnson, Teta Violeta, Cillit Bang, Ajax and Max Clean, as well as dm-Drogerie Markt's...

Euromonitor International's Surface Care in North Macedonia 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, Descenders, 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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