

Surface Care in Norway

Market Direction | 2024-02-22 | 19 pages | Euromonitor

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Report description:

Higher retail price points in 2023 can be attributed to rising input costs, including energy, material sourcing, labour, supply chain distribution and logistics. These increased costs are often transferred to retail price points.

Euromonitor International's Surface Care in Norway 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.

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Higher retail price points drive consumers towards budget-orientated distributors and private labels

Manufacturers focus on making cleaning less of a chore in 2023

Refill packs reflect ongoing sustainability concerns among Norwegians

PROSPECTS AND OPPORTUNITIES

Normalisation of cleaning regimes post-pandemic will dampen demand for surface care

Challenging outlook for surface care as high inflation continues to weaken purchasing power

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