

Surface Care in Pakistan

Market Direction | 2024-02-22 | 16 pages | Euromonitor

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Report description:

In 2023, surface care witnessed strong retail volume growth, as well as very fast retail current value sales growth, albeit the latter was supported by the impact of high inflationary pressure on prices. Retail volume demand was driven by a continued focus on cleanliness and preventative hygiene in the aftermath of the COVID-19 pandemic. Heightened consumer awareness of illnesses and diseases, including flu and viral infections, has led to the widespread adoption of surface care products in Paki...

Euromonitor International's Surface Care in Pakistan 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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Demand rises as consumers continue to focus on cleanliness and hygiene in 2023

Dettol rides consumer loyalty and widespread accessibility to gain retail value share in 2023

Specialised options like bathroom cleaners and floor cleaners continue to win over consumers

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More general types to lead but specialised options are set to increase their penetration

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