

## **Surface Care in Saudi Arabia**

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

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### **Report description:**

Despite a decline in value sales due to falling unit price driven by price promotions, demand for surface care remains elevated in relation to pre-pandemic levels, and continued to rise in 2023. Products in surface care claiming to kill 99.99% bacteria or germs and providing long-lasting effects are continuing to see greater demand for cleaning, hygiene and disinfection purposes.

Euromonitor International's Surface Care in Saudi Arabia 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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Heightened hygiene awareness continues to support solid demand for surface care, but value sales remain weak

Strong demand for multi-purpose cleaners driven by convenience and cost savings

Multinational brands continue to lead surface care in Saudi Arabia

##### PROSPECTS AND OPPORTUNITIES

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SOURCES

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