

Surface Care in Slovakia

Market Direction | 2024-02-23 | 20 pages | Euromonitor

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Report description:

Sales in surface care are managing to see small positive volume sales, as well as value sales which are supported by the price hikes which are affecting home care overall. Overall, consumers are seeking affordable products which offer good price-to-value ratios, alongside multifunctional products which offer both convenience and cost-savings through the benefit of using one product for all needs. Multi-purpose cleaners are benefitting from this trend, for example. Meanwhile, sales in bathroom cl...

Euromonitor International's Surface Care in Slovakia 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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SURFACE CARE IN SLOVAKIA

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Surface care sales supported by multi-purpose products and those which cannot be substituted

Floor cleaners demonstrates an example of a negative trending category

Consumers able to choose between global names, private label, and eco-friendly products

PROSPECTS AND OPPORTUNITIES

Ongoing sales supported by stable demand and expected innovations

Trends in consumer kitchen appliances set to influence specialist product sales

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