

Surface Care in Spain

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

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Report description:

Demand for surface care showed signs of stabilisation in 2023, as consumers settled back into familiar patterns of cleaning behaviour, following a surge in interest in hygiene following the outbreak of COVID-19. Nonetheless, consumers remained more conscious of the need to give their homes a thorough clean than they were prior to the pandemic, and as such, continued to favour surface care products with antibacterial claims. As a result, retail volume sales of surface care products remained well...

Euromonitor International's Surface Care in Spain 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

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reliable information resources to help drive informed strategic planning.

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Consumers shift away from multipurpose cleaners and impregnated wipes
Private label products reign supreme, as consumers trade down to cheaper offerings

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