

## Surface Care in Sweden

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

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### Report description:

In response to a high inflationary environment and cost-of-living pressures, households are placing a paramount focus on price value in their surface care choices. Manufacturers are addressing this by employing attribute bundling in their product offerings. A notable example is the 2023 launch of Ajax Bathroom, featuring a new formulation claiming "3x Easy Cleaning" - encompassing no need to rinse, instant descaling action, and suitability for surfaces and floors. Ajax Bathroom is also addressin...

Euromonitor International's Surface Care in Sweden 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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