

Surface Care in Taiwan

Market Direction | 2024-02-23 | 19 pages | Euromonitor

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Report description:

Following growth driven by COVID-19, the major product areas in surface care continued to be bathroom cleaners, kitchen cleaners, drain openers and floor cleaners in 2023. As such, manufacturers and retailers have continued launching various formats in these product areas, appealing to local consumers. Due to the humid climate in the spring and summer of 2023, consumers purchased more bathroom cleaners, especially those that targeted mildew removal. Bathroom cleaners also posted strong levels of...

Euromonitor International's Surface Care in Taiwan 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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