

Surface Care in Thailand

Market Direction | 2024-02-21 | 19 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

The year 2023 witnessed a remarkable and positive surge in current value sales in surface care (excluding wipes - which did not have notable sales), surpassing the growth observed in 2022. This robust expansion can be attributed to two significant factors that have shaped consumer behaviour and market dynamics in tandem - the prevailing household hygiene trend, and an increased awareness of germs.

Euromonitor International's Surface Care in Thailand 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.

Table of Contents:

Surface Care in Thailand

Euromonitor International

February 2024

List Of Contents And Tables

SURFACE CARE IN THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Unprecedented surge in value sales in surface care

Unravelling surface care pricing dynamics

Scent and germ-killing attributes steer surface care trends

PROSPECTS AND OPPORTUNITIES

Anticipating a hygiene renaissance

Scent innovation likely to continue, but must be combined with efficacy

Consumer dynamics and multipurpose cleaning products

CATEGORY DATA

Table 1 Sales of Surface Care by Category: Value 2018-2023

Table 2 Sales of Surface Care by Category: % Value Growth 2018-2023

Table 3 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 4 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Surface Care: % Value 2019-2023

Table 6 LBN Brand Shares of Surface Care: % Value 2020-2023

Table 7 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

Table 8 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

Table 9 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 10 Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

HOME CARE IN THAILAND

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 11 Households 2018-2023

MARKET DATA

Table 12 Sales of Home Care by Category: Value 2018-2023

Table 13 Sales of Home Care by Category: % Value Growth 2018-2023

Table 14 NBO Company Shares of Home Care: % Value 2019-2023

Table 15 LBN Brand Shares of Home Care: % Value 2020-2023

Table 16 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 17 Distribution of Home Care by Format: % Value 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 18 Distribution of Home Care by Format and Category: % Value 2023

Table 19 Forecast Sales of Home Care by Category: Value 2023-2028

Table 20 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Surface Care in Thailand

Market Direction | 2024-02-21 | 19 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-08
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com