

## **Surface Care in the Czech Republic**

Market Direction | 2024-02-21 | 20 pages | Euromonitor

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### **Report description:**

In 2023, kitchen cleaners were the clear leader in retail volume growth within surface care. The increased use of these products resulted from ongoing innovation and product development focused on higher effectiveness and natural composition. For example, the Czech company Tierra Verde launched its new Bio kitchen cleaner with peppermint oil in September 2023. In addition, to attract consumers during a time of rising price points, there was an increase in promotional activities for these product...

Euromonitor International's Surface Care in Czech Republic 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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