

Surface Care in the Netherlands

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

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Report description:

Consumers in 2023 were on the look-out for surface cleaners offering high levels of convenience and (perceived) savings, and as such turned to multi-purpose cleaners in the hope that one product could do the bulk of the work, helping to slow the product area's decline in terms of volume sales. Retailers offering broad private label portfolios, such as Albert Heijn, and Jumbo, for example, responded with regular and frequent discounts for their multi-purpose cleaning products. At the same time, s...

Euromonitor International's Surface Care in Netherlands 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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