

## **Surface Care in the US**

Market Direction | 2024-02-20 | 24 pages | Euromonitor

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### **Report description:**

Impregnated wet wipes in the US witnessed price-driven value growth in 2023, while consumers reduced frequency of disinfecting and sanitising. According to the results of Euromonitor International's Voice of the Consumer: Lifestyles Survey 2023, 20.5% of consumers clean and do other domestic chores at least once a day, a 10% decline from 2019, when 30.6% of consumers declared they cleaned daily. Although hygiene vigilance persisted in 2023, local consumers gradually relaxed cleaning intensity as...

Euromonitor International's Surface Care in USA 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

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
February 2024

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