

Surface Care in Argentina

Market Direction | 2024-02-26 | 20 pages | Euromonitor

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Report description:

In the last four years of the review period (2020-2023), the home care disinfectants category witnessed the sharpest movements in the entire home care market. Together with all purpose wipes, these products soared during the peak months of the COVID-19 crisis in 2020 and 2021. As the pandemic waned and people's fear strongly retreated, these categories saw sales plummet in 2022.

Euromonitor International's Surface Care in Argentina 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Home care disinfectants slows its fall but still declines
Despite the less frequent use of surfaces, surface care volume sales remain positive
Four multinational groups lead the different categories

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Standing pouches will continue to replace triggers
Kitchen cleaners hard to replace claim will drive its moderate growth
Multi-purpose cleaners is the most stable category

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HOME CARE IN ARGENTINA

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