

## **Surface Care in Hong Kong, China**

Market Direction | 2024-03-13 | 21 pages | Euromonitor

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### **Report description:**

In 2023, surface care in Hong Kong turned to marginal retail volume decline, but maintained current value growth. Sales were boosted during the pandemic due to consumers' higher demand to maintain a hygienic home, but as the pandemic ended, consumer concern eased, volume sales started to slow. Nevertheless, volume sales remained far higher than the pre-pandemic (2019) level. In 2023, multipurpose cleaners and home care disinfectants remained the largest categories in surface care in value terms,...

Euromonitor International's Surface Care in Hong Kong, China 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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