

Surface Care in South Africa

Market Direction | 2024-03-12 | 20 pages | Euromonitor

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Report description:

Purchases of surface care in South Africa are included in many consumers' grocery shopping budgets. In 2023, food inflation peaked at double digits, limiting affordability, in addition to a further rise in unit prices of surface care. This scenario benefited multi-purpose cleaners that could be used on a wide range of surfaces around the home, thus reducing consumers' outgoings on separate, task-specific surface care. Some players even started to produce larger formats of multi-purpose cleaners...

Euromonitor International's Surface Care in South Africa 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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Post-pandemic, leading players gain share, making use of marketing campaigns

More affordable oven cleaners grow, while air fryer ownership presents a new dynamic in surface care

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