

## Surface Care in India

Market Direction | 2024-03-28 | 18 pages | Euromonitor

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### Report description:

While surface care enjoyed robust performances using the pandemic years, growth slowed in retail current value terms in India in 2023, owing to the relative stabilisation of product prices. In volume terms, demand stayed relatively steady, but there were several contradictory factors at play which impacted growth. One of the main factors was that during the year people resumed their pre-pandemic routines and social activities, and spent an increasing amount of time away from their homes. As a re...

Euromonitor International's Surface Care in India 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.

**Table of Contents:**

Surface Care in India  
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List Of Contents And Tables

**SURFACE CARE IN INDIA**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Moderate growth for surface care as the emphasis on hygiene wanes and people enjoy greater mobility

Reckitt Benckiser continues to dominate due to strong brand recall

Format-based innovations help stimulate demand for standard floor cleaners

**PROSPECTS AND OPPORTUNITIES**

Steady growth expected in the forecast period on account of growing penetration

Growing demand for sustainably produced/packaged and organic surface care products

Convenience and best price to drive growth in retail e-commerce

**CATEGORY DATA**

Table 1 Sales of Surface Care by Category: Value 2018-2023

Table 2 Sales of Surface Care by Category: % Value Growth 2018-2023

Table 3 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 4 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Surface Care: % Value 2019-2023

Table 6 LBN Brand Shares of Surface Care: % Value 2020-2023

Table 7 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

Table 8 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

Table 9 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 10 □Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

**HOME CARE IN INDIA**

**EXECUTIVE SUMMARY**

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

**MARKET INDICATORS**

Table 11 Households 2018-2023

**MARKET DATA**

Table 12 Sales of Home Care by Category: Value 2018-2023

Table 13 Sales of Home Care by Category: % Value Growth 2018-2023

Table 14 NBO Company Shares of Home Care: % Value 2019-2023

Table 15 LBN Brand Shares of Home Care: % Value 2020-2023

Table 16 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 17 Distribution of Home Care by Format: % Value 2018-2023

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Table 18 Distribution of Home Care by Format and Category: % Value 2023

Table 19 Forecast Sales of Home Care by Category: Value 2023-2028

Table 20 □Forecast Sales of Home Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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Market Direction | 2024-03-28 | 18 pages | Euromonitor

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