

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.

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

reliable information resources to help drive informed strategic planning.

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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

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