

Surface Care in Australia

Market Direction | 2025-02-05 | 22 pages | Euromonitor

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Report description:

The high cost of living and persistent inflationary pressures have significantly shaped the surface care market in Australia in 2024, leading to a sharp increase in product prices. For instance, data from Euromonitor's Price Tracker indicates that the price of Harpic rose by more than 26% between October 2023 and October 2024. In response to these rising costs, local consumers have increasingly gravitated toward multi-purpose and concentrated cleaning solutions. These products provide greater va...

Euromonitor International's Surface Care in Australia 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 2029 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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Sustainability and multifunctionality trends accelerate in 2024
Hygiene awareness and convenient formats drive development in surface care

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