

Surface Care in Belgium

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

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Report description:

The surface care category in Belgium recorded retail value growth of 2% in 2024, however, retail volume sales declined. The primary driver behind this trend was consumers' efforts to rationalise their consumption patterns in response to economic pressures. Additionally, consumers opted for concentrated products. The concentration of formulas reduces the volume of surface detergent required by consumers. Despite this ongoing decline in volume, retail value experienced growth, largely driven by in...

Euromonitor International's Surface Care in Belgium 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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SURFACE CARE IN BELGIUM

KEY DATA FINDINGS

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Concentrated formulas leads surface care to record a retail volume decline in 2024
Surface care brands offer traditional, simple and natural ingredients to appeal to consumers
Sustainable formulas and refill products align with consumers rising demands

PROSPECTS AND OPPORTUNITIES

Retail volume is expected to decline as efficiency and DIY trends impact surface care sales
Convenience, sustainability and versatility is set to shape surface care innovation
Changes in the retail landscape are expected to enhance market accessibility

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