

Surface Care in China

Market Direction | 2025-02-05 | 19 pages | Euromonitor

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Report description:

In 2023, surface care in China saw a slight current value decline, primarily due to consumers stockpiling during the pandemic, which reduced subsequent demand. However, as these are essential daily cleaning products, surface care returned to growth in 2024. For instance, standard floor cleaners, kitchen cleaners, and window/glass cleaners experienced declines in retail current value terms in 2023. As the stockpiled inventory was gradually used up, consumer demand for these surface care products...

Euromonitor International's Surface Care in China 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.

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reliable information resources to help drive informed strategic planning.

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SURFACE CARE IN CHINA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Surface care rebounds to growth in 2024, following decline in 2023
In addition to cleaning efficacy, added-value functions meet diverse consumer needs
Interest-based e-commerce maintains its growth momentum in 2024

PROSPECTS AND OPPORTUNITIES

Multifunctional, convenient, and fragranced products set to continue to gain traction
Diversified consumer demand expected to drive the segmentation of surface care products due to targeted cleaning needs
Shanghai Johnson maintains its lead in surface care due to a wide portfolio, and bundle sales

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