

## **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.

**Table of Contents:**

Surface Care in China  
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List Of Contents And Tables

**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

**CATEGORY DATA**

- Table 1 Sales of Surface Care by Category: Value 2019-2024
- Table 2 Sales of Surface Care by Category: % Value Growth 2019-2024
- Table 3 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024
- Table 4 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Surface Care: % Value 2020-2024
- Table 6 LBN Brand Shares of Surface Care: % Value 2021-2024
- Table 7 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2024
- Table 8 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2021-2024
- Table 9 Forecast Sales of Surface Care by Category: Value 2024-2029
- Table 10 □Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

**HOME CARE IN CHINA**

**EXECUTIVE SUMMARY**

Home care in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for home care?

**MARKET INDICATORS**

- Table 11 Households 2019-2024

**MARKET DATA**

- Table 12 Sales of Home Care by Category: Value 2019-2024
- Table 13 Sales of Home Care by Category: % Value Growth 2019-2024
- Table 14 NBO Company Shares of Home Care: % Value 2020-2024
- Table 15 LBN Brand Shares of Home Care: % Value 2021-2024
- Table 16 Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 17 Distribution of Home Care by Format: % Value 2019-2024

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Table 18 Distribution of Home Care by Format and Category: % Value 2024

Table 19 Forecast Sales of Home Care by Category: Value 2024-2029

Table 20 □Forecast Sales of Home Care by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

## Surface Care in China

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