

## **Surface Care in Ecuador**

Market Direction | 2025-02-11 | 16 pages | Euromonitor

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### **Report description:**

Value and volume sales were largely unchanged for surface care in Ecuador in 2024. A series of challenges adversely affected economic activity and dampened growth. This included a security crisis and a severe electricity crisis due to drought that hampered hydroelectricity production, leading to frequent blackouts. As such, with consumers being highly price sensitive, multi-purpose cleaners remained one of the best-selling products within surface care. Multi-purpose cleaners are seen as more ec...

Euromonitor International's Surface Care in Ecuador 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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