

Surface Care in Egypt

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

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

Home care disinfectants witnessed growing volume sales in 2024, reflecting the stronger emphasis on health and hygiene in Egyptian households. At the same time, some consumers switched to more affordable alternatives with some also wishing to boycott Western brands. Dettol holds a strong lead in home care disinfectants despite losing some ground in 2024. In general, Dettol's built-in disinfection reputation ensures that its products hold an advantage over competitors, especially since the pandemic...

Euromonitor International's Surface Care in Egypt 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,

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Surface Care in Egypt
Euromonitor International
February 2025

List Of Contents And Tables

SURFACE CARE IN EGYPT

KEY DATA FINDINGS

2024 DEVELOPMENTS

Home care disinfectants sales benefit from hygiene focus at home

Multi-purpose cleaners report impressive sales despite market challenges

E-commerce channel offers benefits for brands and consumers

PROSPECTS AND OPPORTUNITIES

Surface care products to benefit from health and hygiene concerns

E-commerce is expected to gain larger share of distribution

Brands to reposition products with health in mind

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 EGYPT

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

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

DISCLAIMER

SOURCES

Summary 1 Research Sources

Surface Care in Egypt

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-07"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com