

Surface Care in Egypt

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

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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,

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.

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E-commerce channel offers benefits for brands and consumers

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