

## **Surface Care in Greece**

Market Direction | 2025-02-05 | 21 pages | Euromonitor

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### **Report description:**

Surface care performed better in 2024 in comparison to 2023 both in retail volume and current value terms. A key factor influencing developments in 2024 was the government's decision to regulate prices in non-food categories by forcing companies to implement price drops. This did not lead to real declines in prices as while companies reduced their starting prices they also limited their discounting activities. As part of the price regulation scheme, companies that decided to increase their price...

Euromonitor International's Surface Care in Greece 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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