

## Surface Care in Greece

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

### AVAILABLE LICENSES:

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

### 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.

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.

## **Table of Contents:**

Surface Care in Greece

Euromonitor International

February 2025

### List Of Contents And Tables

**SURFACE CARE IN GREECE**

**KEY DATA FINDINGS**

**2024 DEVELOPMENTS**

Volume sales on the path to recovery as the government introduces price regulation

Specialised products driving growth

Price drops hinder the growth of private label

**PROSPECTS AND OPPORTUNITIES**

Innovation likely to be focused on delivery format

Sustainability set to remain a key influence on the development of surface care

The shift to specialised products should open up new growth opportunities

**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 GREECE**

**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

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

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

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)

## Surface Care in Greece

Market Direction | 2025-02-05 | 21 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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-08
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)