

Surface Care in Indonesia

Market Direction | 2025-02-05 | 18 pages | Euromonitor

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Report description:

In 2024, the surface care category in Indonesia posted solid single-digit growth. Surface care products remain essential for households across the country, with the heightened focus on hygiene and cleanliness continuing to influence consumer behaviour. However, the growth rate was moderate due to market saturation in urban areas and the price sensitivity of many local consumers, especially those in rural regions. Standard floor cleaners was the most significant contributor to both volume and val...

Euromonitor International's Surface Care in Indonesia 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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KEY DATA FINDINGS

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Standard floor cleaners continues to account for bulk of sales in 2024

Sayap Mas Utama maintains overall leadership with So Klin brand

Disinfectants sees slowed growth with Wipol still in the lead

PROSPECTS AND OPPORTUNITIES

Future growth to be led by standard floor cleaners and multi-purpose cleaners

Multi-purpose cleaners will remain more popular than targeted solutions, while window/glass cleaners will benefit from urbanisation

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