

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.

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Surface Care in Indonesia
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List Of Contents And Tables

SURFACE CARE IN INDONESIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

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

Baby and child-friendly products set to expand throughout surface care

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 INDONESIA

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

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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

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SOURCES

Summary 1 Research Sources

Surface Care in Indonesia

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

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