

Surface Care in Mexico

Market Direction | 2025-02-06 | 22 pages | Euromonitor

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Report description:

Surface care showed solid retail current value growth in Mexico in 2024, with specialised categories such as kitchen cleaners and window/glass cleaners standing out with dynamic growth. For example, Colgate-Palmolive's Ajax, one of the company's oldest brands, the focus of which is performance delivered through a powder format, recently launched its special liquid format for kitchens, offering disinfectant attributes, and highlighting its ability to remove grease and food stains from stoves. Spe...

Euromonitor International's Surface Care in Mexico 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

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reliable information resources to help drive informed strategic planning.

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Leading manufacturers expand their portfolios to meet specific needs

Self-care at home drives wellness trends in surface care

Small local grocers continue capitalising on urban expansion, satisfying proximity and added value

PROSPECTS AND OPPORTUNITIES

Rediscovering the traditional channel as part of the social structure of the market represents an opportunity for growth

New family structures will lead to different needs in surface care

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