

Surface Care in Peru

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

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Report description:

The market for surface care in Peru saw moderate growth in retail volume terms in 2024, with multi-purpose cleaners leading the way. Compared to specialised surface cleaning products, these offerings have benefited from the normalisation of cleaning habits following the pandemic. During the COVID-19 crisis, consumers - especially those from middle- and high-income groups - increased their consumption of products such as home care disinfectants and kitchen, floor and oven cleaners. This has also...

Euromonitor International's Surface Care in Peru 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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Large formats grow in popularity, with further scope for innovation

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Disinfection is regaining relevance as an attribute among consumers
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