

Surface Care in Portugal

Market Direction | 2025-02-06 | 21 pages | Euromonitor

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Report description:

In Portugal in 2024, current retail value sales of surface care were hampered to some extent by promotional activity and the strong presence of private labels. Brands attempted to counteract private label growth by offering volume discounts such as 2 or 3 items in a bundle pack in subcategories like standard floor cleaners and oven cleaners. Cif and Cillit Bang also offered cross-category discounts of the same brand in one pack, for example, kitchen cleaner + floor cleaner + bathroom cleaner.

Euromonitor International's Surface Care in Portugal 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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Innovation continues apace as leading brands seek to differentiate

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Retailers and manufacturers alike will need to diversify in order to differentiate

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