

## Surface Care in Saudi Arabia

Market Direction | 2025-02-05 | 22 pages | Euromonitor

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### Report description:

Surface care in Saudi Arabia saw surface cleaning wipes - particularly all purpose varieties - gain traction in 2024. The overall category of surface care, which currently features a limited range of international brands such as Clorox and Dettol, is seeing a growing presence of local players. These local brands, commonly found in discount and wholesale retail outlets, offer a cost-effective alternative for consumers. Rising emphasis on cleanliness and hygiene is driving demand for efficient and...

Euromonitor International's Surface Care in Saudi Arabia 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.

## **Table of Contents:**

Surface Care in Saudi Arabia  
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### List Of Contents And Tables

#### SURFACE CARE IN SAUDI ARABIA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Cleaning wipes hold high appeal thanks to offer of convenience

Multinational brands continue to lead surface care, while standard floor cleaners benefit from increased innovation

Multi-purpose cleaners hold highest share

##### PROSPECTS AND OPPORTUNITIES

Innovation will drive further growth for all purpose wipes over the forecast period

Promotions to propel volume sales

Advances expected within standard floor cleaners and growth projected for local brands and private label players

##### 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 SAUDI ARABIA

##### 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

Table 17 Distribution of Home Care by Format: % Value 2019-2024

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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

DISCLAIMER

SOURCES

Summary 1 Research Sources

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