

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

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reliable information resources to help drive informed strategic planning.

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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 benefits 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
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