

Surface Care in Singapore

Market Direction | 2025-02-07 | 19 pages | Euromonitor

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Report description:

Surface care, while performing positively in value terms, remained in a negative volume slump in 2024. This is attributed to changing lifestyles and shifting consumer priorities in the post-pandemic landscape, as people are spending more time outside the home, whether for work, social activities, or leisure, thus, the emphasis on frequent and intensive household cleaning has naturally decreased. Indeed, this is more of a return to pre-pandemic routines, which reflects a broader normalisation of...

Euromonitor International's Surface Care in Singapore 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.

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reliable information resources to help drive informed strategic planning.

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