

## **Surface Care in Switzerland**

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

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

Surface care experienced positive retail value and volume growth in 2024, driven largely by the ongoing convenience trend, as Swiss consumers increasingly sought products that simplified cleaning tasks and enhanced efficiency. Multi-purpose cleaners, in particular, gained traction, recording 3% retail volume growth in 2024. These products offer a quick and easy solution for cleaning various surfaces.

Euromonitor International's Surface Care in Switzerland 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

**Table of Contents:**

Surface Care in Switzerland  
Euromonitor International  
February 2025

List Of Contents And Tables

**SURFACE CARE IN SWITZERLAND**

**KEY DATA FINDINGS**

**2024 DEVELOPMENTS**

Despite rising costs, surface care records positive retail value and volume growth  
Multi-purpose cleaners support retail volume sales while oven cleaners suffer, being considered unessential  
Private label offers consumers an attractive price-to-quality ratio

**PROSPECTS AND OPPORTUNITIES**

Concentrated formulas will challenge higher levels of retail volume sales  
Convenience-driven products are set to drive growth while task-specific goods struggle  
Probiotic and plant-based formulations are expected to gain ground

**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 SWITZERLAND**

**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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com  
www.scotts-international.com

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

## Surface Care in Switzerland

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

| Select license | License                        | Price    |
|----------------|--------------------------------|----------|
|                | Single User Licence            | €995.00  |
|                | Multiple User License (1 Site) | €1990.00 |
|                | Multiple User License (Global) | €2985.00 |
|                |                                | VAT      |
|                |                                | Total    |

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

|               |                      |                               |   |
|---------------|----------------------|-------------------------------|---|
| Email*        | <input type="text"/> | Phone*                        | <input type="text"/>                    |
| First Name*   | <input type="text"/> | Last Name*                    | <input type="text"/>                    |
| Job title*    | <input type="text"/> |                               |   |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/>                    |
| Address*      | <input type="text"/> | City*                         | <input type="text"/>                    |
| Zip Code*     | <input type="text"/> | Country*                      | <input type="text"/>                    |
|               |                      | Date                          | <input type="text" value="2025-05-09"/> |
|               |                      | Signature                     | <input type="text"/>                    |

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com