

## Surface Care in Taiwan

Market Direction | 2025-02-13 | 21 pages | Euromonitor

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### Report description:

Surface care maintained solid retail current value growth in Taiwan in 2024, with bathroom cleaners seeing a particularly strong increase. Due to the hotter and more humid climate in the spring and summer seasons in 2024, Taiwanese consumers purchased more bathroom cleaners, especially those targeted towards mildew removal. Growth can also be attributed to the constant launch of new product formulae and fragrances. Bathroom cleaners also accounted for the highest retail sales within surface care...

Euromonitor International's Surface Care in Taiwan 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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Retail e-commerce maintains a high share of distribution even after the pandemic

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