

Surface Care in China

February 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Surface care sales maintain growth, driven by home care cleaning habits retained after COVID-19

Disinfection and sterilisation become prominent functions in surface care product advertising

Shanghai Johnson maintains the surface care market leader position

PROSPECTS AND OPPORTUNITIES

More diversified e-commerce channels and more intense price competition expected in different e-commerce channels

The prevalence of the "lazy economy" is predicted to drive sales of surface care products which are more convenient and efficient

CATEGORY DATA

Table 1 - Sales of Surface Care by Category: Value 2018-2023

Table 2 - Sales of Surface Care by Category: % Value Growth 2018-2023

Table 3 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 4 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Surface Care: % Value 2019-2023

Table 6 - LBN Brand Shares of Surface Care: % Value 2020-2023

Table 7 - NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

Table 8 - LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

Table 9 - Forecast Sales of Surface Care by Category: Value 2023-2028

Table 10 - Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

Home Care in China - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 11 - Households 2018-2023

MARKET DATA

Table 12 - Sales of Home Care by Category: Value 2018-2023

Table 13 - Sales of Home Care by Category: % Value Growth 2018-2023

Table 14 - NBO Company Shares of Home Care: % Value 2019-2023

Table 15 - LBN Brand Shares of Home Care: % Value 2020-2023

Table 16 - Distribution of Home Care by Format: % Value 2018-2023

Table 17 - Distribution of Home Care by Format and Category: % Value 2023

Table 18 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 19 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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