

# Surface Care in Western Europe

February 2022

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## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Western Europe to lose second place in terms of sales over 2021-2026

Demand for surface care expected to remain strong

UK adds most new sales, but Turkey is the most dynamic market

Major sales spike for home care disinfectants in 2020

Multipurpose cleaners add the most new value over 2016-2021

Green products gaining in favour across the region

Modern grocery retailers dominate surface care sales

Strong growth for e-commerce during the pandemic

## LEADING COMPANIES AND BRANDS

Top five players account for at least 40% of sales in all markets

Reckitt Benckiser the main beneficiary of the pandemic

Surface care leaders well represented across the region

The pandemic helps Mr Clean/Mr Proper and Dettol move up a place

## FORECAST PROJECTIONS

Multifunctionality and convenience will remain important...

...with an emphasis on green or eco products also expected

Falling unit prices in Germany will put pressure on the value performance

## COUNTRY SNAPSHOTS

Austria: Market Context

Austria: Competitive and Retail Landscape

Belgium: Market Context

Belgium: Competitive and Retail Landscape

Denmark: Market Context

Denmark: Competitive and Retail Landscape

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