



Euromonitor
International

Surface Care in Italy

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of home care disinfectants decline as financial pressures take their toll on sales

Drain openers and scouring agents two bright spots in surface care as consumers focus on home maintenance

Procter & Gamble extends its lead in surface care in 2024 but private label the big winner

PROSPECTS AND OPPORTUNITIES

Concerns around the environmental and health impact of using surface care likely to influence demand

Improve quality and lifetime of surface care tabs, or make smaller packages

Clean floors likely to remain a priority but economic and demographic factors likely to put pressure on overall sales of surface care

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Home Care in Italy - Industry Overview

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MARKET DATA

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DISCLAIMER

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