



Euromonitor
International

Surface Care in China

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Surface care rebounds to growth in 2024, following decline in 2023
In addition to cleaning efficacy, added-value functions meet diverse consumer needs
Interest-based e-commerce maintains its growth momentum in 2024

PROSPECTS AND OPPORTUNITIES

Multifunctional, convenient, and fragranced products set to continue to gain traction
Diversified consumer demand expected to drive the segmentation of surface care products due to targeted cleaning needs
Shanghai Johnson maintains its lead in surface care due to a wide portfolio, and bundle sales

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Home Care in China - Industry Overview

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DISCLAIMER

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