



Euromonitor
International

Surface Care in Spain

February 2024

Table of Contents

Surface Care in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for surface care remains stable, despite inflationary pressures
Consumers shift away from multipurpose cleaners and impregnated wipes
Private label products reign supreme, as consumers trade down to cheaper offerings

PROSPECTS AND OPPORTUNITIES

Natural products and softer formulas will increase in popularity
Refills will increase in popularity
Supermarkets and hypermarkets will continue as leading channels

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 Spain - 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 - Penetration of Private Label in Home Care by Category: % Value 2018-2023
Table 17 - Distribution of Home Care by Format: % Value 2018-2023
Table 18 - Distribution of Home Care by Format and Category: % Value 2023
Table 19 - Forecast Sales of Home Care by Category: Value 2023-2028
Table 20 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/surface-care-in-spain/report.