



Euromonitor
International

Surface Care in Indonesia

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Standard floor cleaners continues to account for bulk of sales in 2024
Sayap Mas Utama maintains overall leadership with So Klin brand
Disinfectants sees slowed growth with Wipol still in the lead

PROSPECTS AND OPPORTUNITIES

Future growth to be led by standard floor cleaners and multi-purpose cleaners
Multi-purpose cleaners will remain more popular than targeted solutions, while window/glass cleaners will benefit from urbanisation
Baby and child-friendly products set to expand throughout surface care

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Home Care in Indonesia - Industry Overview

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DISCLAIMER

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