



Surface Care in Italy

February 2025

Table of Contents

Surface Care in Italy - Category analysis

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

CATEGORY DATA

Table 1 - Sales of Surface Care by Category: Value 2019-2024

Table 2 - Sales of Surface Care by Category: % Value Growth 2019-2024

Table 3 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024

Table 4 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Surface Care: % Value 2020-2024

Table 6 - LBN Brand Shares of Surface Care: % Value 2021-2024

Table 7 - NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2024

Table 8 - LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2021-2024

Table 9 - Forecast Sales of Surface Care by Category: Value 2024-2029

Table 10 - Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

Home Care in Italy - Industry Overview

EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 11 - Households 2019-2024

MARKET DATA

Table 12 - Sales of Home Care by Category: Value 2019-2024

Table 13 - Sales of Home Care by Category: % Value Growth 2019-2024

Table 14 - NBO Company Shares of Home Care: % Value 2020-2024

Table 15 - LBN Brand Shares of Home Care: % Value 2021-2024

Table 16 - Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 17 - Distribution of Home Care by Format: % Value 2019-2024

Table 18 - Distribution of Home Care by Format and Category: % Value 2024

Table 19 - Forecast Sales of Home Care by Category: Value 2024-2029

Table 20 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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