



KEY DATA INSIGHTS

2025 DEVELOPMENTS

Consumers Favour Multi-Purpose Cleaner Formats

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Consumers Favour Multi-Purpose Cleaner Formats

Health-Conscious Consumers Drive Demand for Eco-Friendly Products

Evolving Product Formats and Sustainability Drive Market Growth

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Prioritise Convenience and Sustainability in Cleaning

Multi-Purpose Cleaners Remain Popular by 2030

Sustainability to Shape Surface Care

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brand Maintains Dominance through Strong Distribution and Diverse Portfolio

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Grocery Retailers Dominate Surface Care Sales through Offline Channels

E-Commerce Gains Traction in Urban Areas with Bulk Purchases

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Surface Care

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Surface Care

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

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EXECUTIVE SUMMARY

Rising Incomes and Urbanisation Drive Sales Growth

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Rising Incomes and Urbanisation Drive Sales Growth

Laundry Care Dominates Market Share with Convenience

Health-Conscious Consumers Drive Innovation

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Demand for Premium and Multifunctional Products

Laundry Care to Remain Largest Category

Chart 21 - Analyst Insight for Home Care

Wellness-Focused Products to Drive Growth

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Local Brands Gain Share as Nationalism Rises in Cambodia

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

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Retail E-Commerce Gains Traction among Urban Consumers

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Home Care

Chart 28 - Real Gdp Growth 2020-2030

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CONSUMER CONTEXT

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Chart 33 - Population by Generation 2025

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