



Surface Care in Taiwan

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Surface Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Kao Taiwan Drives Eco-Friendly Packaging Initiatives

Chart 2 - Kao Taiwan Achieves 90% Recycled Pet Use in Surface Care Products by 2025

Health-Conscious Consumers Drive Demand for Premium Products

Chart 3 - Clorox Ecoclean Launches Plant-Based Surface Cleaners in Taiwan

Surface Care Subcategories: Largest and Most Dynamic

Chart 4 - Value Sales of Surface Care 2020-2030

Chart 5 - Volume Sales of Surface Care 2020-2030

Chart 6 - Value Sales of Surface Care by Category 2025

WHAT'S NEXT?

Consumers Prioritise Hygiene and Eco-Friendly Surface Care

Home Care Disinfectants Drive Growth in Surface Care

Eco-Friendly Packaging and Premiumisation Shape Surface Care Future

Chart 7 - Forecast Value Sales of Surface Care 2020-2030

Chart 8 - Forecast Value Sales of Surface Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Maintain Grip through Innovation and Sustainability

Chart 9 - Analyst Insight for Surface Care

Mergers and Acquisitions Reshape Competitive Landscape

Sustainability and Health Drive Innovation in Cleaning Solutions

Innovative Product Launches Meet Consumer Demands

Chart 10 - Company Shares of Surface Care 2025

Chart 11 - Brand Shares of Surface Care 2025

CHANNELS

Supermarkets and Retail E-Commerce Lead Surface Care Sales

Retail E-Commerce Drives Growth with Convenience and Variety

Chart 12 - Retail Channels for Surface Care 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Surface Care

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

CONSUMER CONTEXT

Chart 17 - Consumer Context for Surface Care

Chart 18 - Population 2020-2030

Chart 19 - Inflation 2020-2030

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Sustainability and Health Trends Drive Sales Growth

Laundry Care Dominates Market Share with Evolving Formats

Sustainability Drives Innovation and Consumer Behaviour

Chart 21 - Taiwan Deploys Smart Refill Stations for Plastic-Free Detergent Dispensing

Chart 22 - Value Sales of Home Care 2020-2030

Chart 23 - Volume Sales of Home Care 2020-2030

Chart 24 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Eco-Friendly Products and Multifunctionality Drive Future Growth

Laundry Care Remains Largest Subcategory with Stable Demand

Sustainability and Health Trends Shape Future Business Strategies

Chart 25 - Forecast Value Sales of Home Care 2020-2030

Chart 26 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Brands Maintain Lead through Innovation and Distribution

Reckitt's Divestment Reshapes Competitive Landscape

Sustainable and Health-Focused Innovations Drive Growth

Chart 27 - Clorox Ecoclean Launches Plant-Based Surface Cleaners in Taiwan

Innovative Formats and Distribution Channels Enhance Convenience

Chart 28 - Goodscare Expands Gc Clean! Mini Dishwasher Tabs into Taiwan Retail in 2025

Chart 29 - Company Shares of Home Care 2025

Chart 30 - Brand Shares of Home Care 2025

CHANNELS

Supermarkets Lead, E-Commerce Gains Traction

Non-Grocery Etailers and E-Commerce Drive Change

Chart 31 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Home Care

Chart 33 - Real GDP Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Home Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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-taiwan/report.