



Euromonitor
International

Surface Care in Israel

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

Modest Value Growth Driven by Premiumisation and Convenience Trends

Multipurpose Cleaners Lead Thanks to Their Convenience and Variety

Key Trends Shaping Surface Care through Innovation and Premiumisation

Chart 2 - "Relaxing Spa" Floor Cleaner with Mood-Enhancing Fragrance

Chart 3 - Value Sales of Surface Care 2020-2030

Chart 4 - Volume Sales of Surface Care 2020-2030

Chart 5 - Value Sales of Surface Care by Category 2025

WHAT'S NEXT?

Consumers to Drive Premiumisation as They Look for Convenience and Sustainability

Ready-To-Use Formats and Sustainability to Shape Future Sales

Chart 6 - Analyst Insight for Surface Care

Innovation and Environmental Credentials to Drive Competitive Edge

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

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

COMPETITIVE LANDSCAPE

Sano and Reckitt Benckiser Solidify Their Lead through Innovation

Cif's New Musk Floor Cleaning Wipes Offer Convenience of Use

Chart 9 - Cif's Musk Floor Cleaning Wipes a New Convenient Format

Lack of Mergers and Acquisitions

Chart 10 - Company Shares of Surface Care 2025

Chart 11 - Brand Shares of Surface Care 2025

CHANNELS

Discounters Drive Sales with Low-Cost Assortments and Promotions

Online Retail Gains Traction in Premium Product Segments

No New Retail Brands or Concepts Emerge in 2026

Chart 12 - Retail Channels for Surface Care 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Surface Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Surface Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Modest Growth Driven by Price Increases and Premiumisation

Sano Drives Premiumisation with Innovative Product Formats

Chart 21 - Sano Maxima Elevates Fabric Care with Mood-Boosting Fragrance Technology

Rami Levy Expands Private Label Portfolio to Capture Value-Driven Demand

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?

Discounters and Private Label Products Drive Market Growth

Laundry Care Will Maintain the Largest Share, Boosted by Premium Offerings

Sustainability and Premiumisation to Shape Future Trends

Chart 25 - Analyst Insight for Home Care

Chart 26 - Forecast Value Sales of Home Care 2020-2030

Chart 27 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Innovation Helps Leaders Sano and Reckitt Benckiser Maintain Their Positions

Sano Drives Premiumisation with Innovative Product Formats and Fragrances

Chart 28 - Sano Introduces Compact Toilet Soap Format

Opportunities Arise From Sustainability and Premiumisation Trends

Chart 29 - Company Shares of Home Care 2025

Chart 30 - Brand Shares of Home Care 2025

CHANNELS

Discounters Lead Home Care Sales with Their Strong Value Proposition

Retail E-Commerce Offers Convenience and Variety

No New Retail Brands or Concepts Emerge in 2026

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-israel/report.