



Euromonitor
International

Surface Care in Indonesia

March 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

Evolving Consumer Priorities and the Rise of Specialised Surface Care

Chart 2 - Super Pell Sakura Anti Minyak & Noda Elevates Comfort at Home

So Klin Drives Health and Wellness Trend with Reformulation

Chart 3 - Soklin Reformulates Its Floor Cleaner to Kill Virus and Bacteria More Effectively

Evolving Product Formats Drive Convenience and Affordability

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 to Prioritise Health and Hygiene in Surface Care

Multi-Purpose Cleaners to Remain Popular, While Window/Glass Cleaners Shows Growth Potential

Chart 7 - Analyst Insight for Surface Care

Innovation and Affordability Drive Future Growth

Chart 8 - Forecast Sales of Surface Care 2020-2030

Chart 9 - Forecast Sales of Surface Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Sayap Mas Utama Maintains Lead through Innovation and Affordability

Chart 10 - Company Shares of Surface Care 2025

Chart 11 - Brand Shares of Surface Care 2025

CHANNELS

Small Local Grocers Leads with Convenience and Trust

Retail E-Commerce Gains Traction with Variety and Attractive Discounts

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

[Home Care in Indonesia - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Wellness, Resilience and the Rise of Clean Labels Drive Significant Transformations in Home Care

Chart 21 - Soklin Released Its Latest Plant-Based Detergent with Detoxification Technology

Mood-Boosting Ingredients Enhance Emotional Wellbeing

Chart 22 - Hit Aerosol Cotton Powder Offers Calming Fragrance for Night Use

Air Care Sees Dynamic Growth Driven by Convenience and Premiumisation

Chart 23 - Stella's Latest Electric Air Freshener Offers More Features at a Lower Price

Chart 24 - Value Sales of Home Care 2020-2030

Chart 25 - Volume Sales of Home Care 2020-2030

Chart 26 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Players to Drive Growth through Education and Innovation

Chart 27 - Analyst Insight for Home Care

Laundry Care to Remain Leading Category with a Focus on Health and Wellness

Affordability, Convenience and Innovative Formats to Shape the Future of Home Care

Chart 28 - Forecast Value Sales of Home Care 2020-2030

Chart 29 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Sayap Mas Utama and Unilever Lead with Strong Brand Portfolios

Emerging Players and Innovation Drive Market Dynamics

Chart 30 - Company Shares of Home Care 2025

Chart 31 - Brand Shares of Home Care 2025

CHANNELS

Small Local Grocers Leads Home Care Distribution through Proximity

Retail E-Commerce Gains Share with Competitive Prices and Convenience

Chart 32 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Home Care

Chart 34 - Real GDP Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Home Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - 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-indonesia/report.