



Euromonitor
International

Surface Care in India

May 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

Health-Conscious Consumers Drive Surface Care Innovation and Growth

Evolving Product Formats Boost Sales with Multifunctional Benefits

Sustainability Gains Traction with Eco-Friendly Packaging and Formulations

Chart 2 - DrainXpert: India's Fastest Kitchen Drain Cleaner

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Brands Leverage Digital Engagement to Drive Consumer Loyalty

Chart 6 - Analyst Insight for Surface Care

Multifunctional Products Will Gain Traction in Compact Urban Homes

Eco-Friendly Packaging and Formulations Will Drive Sustainability

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Strengthen Grip through Innovation and Distribution

Habiver Launches Range of Products Made From Plant-Based Ingredients

Chart 9 - Habiver Launches Holistic Homecare Solutions for Health-Conscious Households

Wipro's Floor Cleaner Features Germ Kill and Insect Repellent

Chart 10 - Wipro Consumer Care Launches Maxkleen 2-In-1 Floor Cleaner with Germ Kill and Insect Repellent

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Kirana Stores and E-Commerce Drive Sales with Convenience

E-Commerce Gains Share with Rising Digital Adoption

No New Retail Concepts or Collaborations Emerge in 2026

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Surface Care

Chart 15 - Real GDP Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Surface Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Innovation Helping to Drive Growth

Laundry Care Dominates Market Share with Evolving Formats

Health and Wellness Trend Fuels Premiumisation and Innovation

Chart 22 - Purecult Expands Premium Fragrance-Led Home Care Range with New Launches in 2025

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Proactive Health Integration and Technology Will Drive Growth

Air Care to See Dynamic Growth, Driven by Innovation

Chart 26 - Analyst Insight for Home Care

Sustainability and Technology Integration Will Redefine Consumer Loyalty

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Hindustan Unilever Remains a Strong Leader Despite Intensifying Competition

Chart 29 - Hindustan Unilever Launches Vim Ultrapro Probiotic Floor Cleaner

Purecult Launches New Plant-Based Products

Chart 30 - Hindustan Unilever Relaunches Surf Excel Smart Shots and Launches Surf Excel Matic Express

Innovation and Premiumisation Drive Growth and Competition

Chart 31 - Company Shares 2025

Chart 32 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead with Their Deep Penetration, Familiarity and Flexible Selling Practices

Retail E-Commerce Continues Gaining Share Thanks to Its Convenience and Variety

Omnichannel Strategies Becoming Crucial for Market Players

Chart 33 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 34 - Economic Context for Home Care

Chart 35 - Real GDP Growth 2020-2030

Chart 36 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 37 - Consumer Context for Home Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - 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-india/report.