

Surface Care in the US

February 2024

Table of Contents

Surface Care in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rebound for impregnated wipes, driven by further price rises in 2023

The Clorox Co maintains leadership of impregnated wet wipes but private label regains share

Lysol's resilience amid evolving consumer priorities

PROSPECTS AND OPPORTUNITIES

Natural antimicrobial wipe developed by the USDA offers consumers a reusable and washable alternative to disposable options

Drain openers will continue to offer opportunities over the forecast period

The surge of multi-purpose cleaners in response to evolving consumer preferences

CATEGORY DATA

- Table 1 Sales of Surface Care by Category: Value 2018-2023
- Table 2 Sales of Surface Care by Category: % Value Growth 2018-2023
- Table 3 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023
- Table 4 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023
- Table 5 NBO Company Shares of Surface Care: % Value 2019-2023
- Table 6 LBN Brand Shares of Surface Care: % Value 2020-2023
- Table 7 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023
- Table 8 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023
- Table 9 Forecast Sales of Surface Care by Category: Value 2023-2028
- Table 10 Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

Home Care in the US - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 11 - Households 2018-2023

MARKET DATA

- Table 12 Sales of Home Care by Category: Value 2018-2023
- Table 13 Sales of Home Care by Category: % Value Growth 2018-2023
- Table 14 NBO Company Shares of Home Care: % Value 2019-2023
- Table 15 LBN Brand Shares of Home Care: % Value 2020-2023
- Table 16 Penetration of Private Label in Home Care by Category: % Value 2018-2023
- Table 17 Distribution of Home Care by Format: % Value 2018-2023
- Table 18 Distribution of Home Care by Format and Category: % Value 2023
- Table 19 Forecast Sales of Home Care by Category: Value 2023-2028
- Table 20 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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