



**Euromonitor
International**

Surface Care in Austria

April 2026

Table of Contents

[Surface Care in Austria - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Surface Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Stagnant Overall Value Sales Mask Significant Transformations

Chart 2 - Erdal Addresses Eco Trends

Product Sophistication Drives Innovation and Sales Growth

Chart 3 - Drano Drain Cleaner with Hair Dissolving Feature

Product Sophistication Drives Innovation and Sales Growth

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?

Multi-Purpose Cleaners to Further Benefit From Convenience Trend

Sustainability Set to Gain Traction as Part of Product Development

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 Companies Maintain Dominance through Diversified Portfolios

Chart 9 - Company Shares of Surface Care 2025

Chart 10 - Brand Shares of Surface Care 2025

CHANNELS

Supermarkets Lead Surface Care Sales through Convenience

Retail E-Commerce Drives Growth with Convenience and Comparability

Chart 11 - Retail Channels for Surface Care 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Surface Care

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Surface Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Innovative Product Formats Help Drive Growth in Saturated Market

Chart 20 - Dr Beckmann Fabric Softener in Convenient Sheet Format

Sustainability and Eco-Innovation Define Product Development

Chart 21 - Henkel Focuses on Environmental Protection with Blue Star

Health and Wellness Trends Reshape Austrian Home Care

Chart 22 - Dyson O2 Probiotic Floor Cleaner

Chart 23 - Value Sales of Home Care 2020-2030

Chart 24 - Volume Sales of Home Care 2020-2030

Chart 25 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Sustained Value Growth for Home Care in Austria

Strategic Innovation and Green Product Development

Chart 26 - Analyst Insight for Home Care

Health, Wellbeing and Product Safety to Shape Future

Chart 27 - Forecast Value Sales of Home Care 2020-2030

Chart 28 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Grip through Innovation and Sustainability

Chart 29 - Company Shares of Home Care 2025

Chart 30 - Brand Shares of Home Care 2025

CHANNELS

Supermarkets Is Leading Channel for Home Care Sales

Retail E-Commerce Emerges as Fastest-Growing Channel

ECONOMIC CONTEXT

Chart 31 - Economic Context for Home Care

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Home Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - 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-austria/report.