

# Surface Care in Asia Pacific

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## REGIONAL OVERVIEW

Fast growth and untapped potential in Asia Pacific

Health and hygiene concerns lead demand

Surface care shaped by the background of individual countries

National preferences and approaches to surface care direct growth

Emerging markets show strong potential

Kitchen cleaners and home care disinfectants record major gains

Products for cleaning multiple surfaces find wide base of consumers

Specific purpose products also growing in popularity

Traditional grocery retailers dominate in most countries

Growth in internet retailing triggers omni-channel distribution

## LEADING COMPANIES AND BRANDS

Multinationals with wider portfolios dominate surface care

SC Johnson and Kao Corp compete neck to neck

Multinationals have the widest regional presence in Asia Pacific

Top brands retain their rankings in Asia Pacific

## FORECAST PROJECTIONS

Highest value gains for China, Indonesia, India and Japan

Emerging markets show strong potential for growth

Rising GDP and lifestyle developments to spur demand

Socioeconomic trends underpin optimistic prospects for surface care

## COUNTRY SNAPSHOTS

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