

Surface Care in Costa Rica

URL:	https://marketpublishers.com/r/S3761A68699EN.html
Date:	January 13, 2017
Pages:	18
Price:	US\$ 990.00
ID:	S3761A68699EN

Surface care keeps expanding through additional brands and larger packaging presentations (especially within standard floor cleaners and home care disinfectants), with a broader base of local consumers from all socioeconomic backgrounds being willing to try new alternatives capable of providing more attractive value proposals in terms of enhanced fragrances and cleaning/disinfecting performance. In such a context brand loyalty continues to lose relevance, with players therefore focusing on packa...

Euromonitor International's Surface Care in Costa Rica market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Bathroom Cleaners, Descalers, Drain Openers, Floor Cleaners, Home Care Disinfectants, Home Care Wipes and Floor Cleaning Systems, Kitchen Cleaners, Multi-Purpose Cleaners, Oven Cleaners, Scouring Agents, Window/Glass Cleaners.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- Get a detailed picture of the Surface Care market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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