

Surface Cleaner Market - India Industry Analysis, Size, Share, Growth, Trends and Forecast 2017 – 2021

“India Surface Cleaner Market Outlook, 2021”, the overall market for surface cleaners is growing with more than 17% CAGR from last five years

PUNE, INDIA, November 16, 2017 /EINPresswire.com/ -- This report gives an in-depth analysis of surface cleaner market in India. Globally, surface cleaner is a matured category and is growing with modest growth rates. Multi-purpose cleaners, which are becoming extremely popular across the world, are now driving the market in most of the regions. Global manufacturers have shifted their focus from developed countries to developing countries like India. India has a very low penetration of surface cleaners which provides an attractive opportunity for global brands. Surface cleaning is usually done with plain water in India. But in the last decade people started using detergents, phenyl or soap-water to clean the surfaces occasionally. Among all the alternatives, phenyl got really popular with Indian consumers due to low pricing and easy availability. However, consumers are now shifting to branded surface cleaners from these cheap alternatives. The branded surface cleaning market is growing mainly because of rising awareness about brands due to heavy promotion by leading companies.

According to “[India Surface Cleaner Market Outlook, 2021](#)”, the overall market for surface cleaners is growing with more than 17% CAGR from last five years. The market is further expected to grow with double digits in the next five years. Surface cleaners are broadly divided into three segments namely floor cleaners, specialized cleaners and multipurpose cleaners. Floor cleaners dominate market revenues, followed by specialized and multi-purpose cleaners. Specialized cleaners are further divided into sub-segments like glass cleaner, kitchen cleaner and various other cleaning products for furniture, electronics, appliances etc. Major companies in the market include Hindustan Unilever, Reckitt Benckiser, SC Johnson, Dabur India, Future Consumer Enterprise, Fena, Jyothy Laboratories and Venky's. Lizol, from Reckitt Benckiser, is the prominent brand in the surface cleaner market, along with other brands like Colin, Cif, Mr Muscle, Easy Off Bang, Dazzl, Domex and Dettol.

Surface cleaners are targeted mainly at urban households and thus are more popular in urban markets. However, manufacturers are also expanding into tier II cities and thus rural markets are also set to register robust growth in the forecast period. As far as sales channel is considered, surface cleaning products are largely sold through modern retail stores like supermarkets, hypermarkets and malls. Traditional grocery stores are reluctant to store them on their shelves because of their high price and low probability of selling. Online sales of surface cleaners will continue to remain low as grocery items are usually not bought through online stores in India.

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Key Segment

- Floor Cleaner
- Specialized Cleaner (Glass Cleaner, Kitchen Cleaner & Others)

- Multi-Purpose Cleaner

“India Surface Cleaner Market Outlook, 2021” discusses the following aspects of surface cleaning products in India:

The report gives an in-depth understanding of surface cleaner market in India:

- Global Surface Cleaner Market Outlook
- Global Surface Cleaner Market Size & Forecast
- Global Floor Cleaner Market Size & Forecast
- Global Specialized Cleaner Market Size & Forecast
- Global Multi-Purpose Cleaner Market Size & Forecast
- Global Surface Cleaner Market Segmental Analysis: By Region, By Segment
- India Surface Cleaner Market Outlook
- India Surface Cleaner Market Size & Forecast
- India Surface Cleaner Market Segmental Analysis: By Company, By Brand, By Segment, By Demographics, By Sales Channel
- India Floor Cleaner Market Size & Forecast
- India Floor Cleaner Market Segmental Analysis: By Company, By Brand
- India Specialized Cleaner Market Size & Forecast
- India Specialized Cleaner Market Segmental Analysis: By Sub-Segment
- India Multi-Purpose Cleaner Market Size & Forecast
- Product, Price and Variant Analysis of Floor Cleaner, Specialized Cleaner and Multi-Purpose Cleaner
- The key vendors in this market space
- Competitive Landscape & Strategic Recommendations

This report can be useful to Industry consultants, manufacturers and other stakeholders to align their market-centric strategies. In addition to marketing & presentations, it will also increase competitive knowledge about the industry.

Report Methodology

The information contained in this report is based upon both primary and secondary research. Primary research included interviews with various channel partners of surface cleaning products in India. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

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