



# Surface Care in the United Arab Emirates

February 2024

Table of Contents

## Surface Care in the United Arab Emirates - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Price-conscious consumers seek cost-effective surface care solutions  
Demand for multipurpose products surges as specialised options stagnate  
Growth of window/glass cleaners is more dynamic in 2023

#### PROSPECTS AND OPPORTUNITIES

Local brands to remain attractive to low-income consumers  
Surface care brands adapt to evolving consumer needs in the post-pandemic era  
Heightened competition likely as players look to expand in the premium segment

#### 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 United Arab Emirates - Industry Overview

### EXECUTIVE SUMMARY

Home care in 2023: The big picture  
Shift in consumers' purchasing behaviour boosts demand for multipurpose options  
Competitive landscape  
Retailing developments  
Price wars among players are expected to intensify amid growing inflation

### 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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