

Surface Care in the Czech Republic

February 2024

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Surface Care in the Czech Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Kitchen cleaners drive positive retail growth as players focus on natural, effective ingredients

Cleaning wipes lose ground while consumers reach for more affordable options

Unilever retains its leadership, offering Savo and Cif to the landscape

PROSPECTS AND OPPORTUNITIES

Specific products become more visible across the forecast period, driving growth

Eco-friendly products see rising demand, shaping players innovations

Floor cleaners and scouring agents decline as consumers use alternative methods

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