

Surface Care in Latvia

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Deteriorating water quality drives retail volume sales of descalers
Multi-purpose cleaners gain ground as cost-effective cleaning solutions
Colgate-Palmolive Co maintains its lead, offering Ajax to consumers

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Sustainability drives innovation and supports retail value growth

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Home Care in Latvia - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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