

Surface Care in Belgium

February 2024

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Surface Care in Belgium - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation prompts consumers to use less product Sustainability trends and demand for convenience continue to drive purchasing decisions Retailers' shelves see rationalisation while e-commerce rises

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Surface care to slide downwards during forecast period Sustainability will continue to inform innovation Multi-purpose cleaners to fare better than the rest

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DISCLAIMER

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