



Surface Care in Dominican Republic

February 2024

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Surface Care in Dominican Republic - Category analysis

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2023 DEVELOPMENTS

Home care disinfectants are losing appeal
Long-lasting aromas and innovative fragrances stimulate growth
Multi-purpose cleaners offer cost-savings amid high inflation

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Home cleaning to remain top of mind for Dominicans in the post-pandemic period
Products for cleaning specific surfaces expected to expand
Environmentally-friendly products to gain traction

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Home Care in Dominican Republic - Industry Overview

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DISCLAIMER

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