

# Surface Care in Peru

February 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Multi-purpose cleaners remains the largest and most dynamic category in 2023 as consumers focus on value and convenience

Little change in the competitive landscape as the leading brands remain the most visible and widely available options

Traditional cleaning habits remain an obstacle to more significant uptake of surface care

### PROSPECTS AND OPPORTUNITIES

Prices likely to dictate demand for surface care with potential threat from low-cost laundry detergents

Multi-purpose cleaners set to benefit from being a convenient and effective solution to maintaining good hygiene in the home

Education could prove crucial in driving demand

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