

Surface Care in Spain

February 2024

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Surface Care in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for surface care remains stable, despite inflationary pressures
Consumers shift away from multipurpose cleaners and impregnated wipes
Private label products reign supreme, as consumers trade down to cheaper offerings

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Natural products and softer formulas will increase in popularity
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Supermarkets and hypermarkets will continue as leading channels

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DISCLAIMER

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