

# Surface Care in Slovakia

February 2024

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## Surface Care in Slovakia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Surface care sales supported by multi-purpose products and those which cannot be substituted

Floor cleaners demonstrates an example of a negative trending category

Consumers able to choose between global names, private label, and eco-friendly products

#### PROSPECTS AND OPPORTUNITIES

Ongoing sales supported by stable demand and expected innovations

Trends in consumer kitchen appliances set to influence specialist product sales

Furniture polish wipes will continue to appeal to consumers, thanks to offering convenience and efficiency

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