

Surface Care in Chile

February 2024

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Surface Care in Chile - Category analysis

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2023 DEVELOPMENTS

Inflation and the return to normal routines have a negative impact on demand

All purpose cleaning wipes have lost their charm

Private label gains ground, driven by new products and marketing campaigns

PROSPECTS AND OPPORTUNITIES

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Local players have potential to gain ground in category

Affordability and convenience will become key attributes for surface care

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DISCLAIMER

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