

Surface Care in Hong Kong, China

March 2024

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Surface Care in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Many smaller categories maintain strong growth rates and see new launches

Bathroom cleaners and home care disinfectants drive growth

E-commerce becomes increasingly popular

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Health habits set to endure post-pandemic

Domestic brands will endeavour to gain more traction in surface care

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DISCLAIMER

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