



Surface Care in Mexico

February 2024

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Surface Care in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Disinfectant loses strength as a claim, while wellbeing is increasingly important

Brands bet on multipurpose products and econopacks

Smaller players compete for space in a highly consolidated landscape

PROSPECTS AND OPPORTUNITIES

Continued volume growth expected, as hygiene remains important to consumers

Sustainability set to remain a trend in both products and packaging

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DISCLAIMER

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