

Surface Care in South Africa

March 2024

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Surface Care in South Africa - Category analysis

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2023 DEVELOPMENTS

Larger packs of multi-purpose cleaners boost brand loyalty through affordability

Post-pandemic, leading players gain share, making use of marketing campaigns

More affordable oven cleaners grow, while air fryer ownership presents a new dynamic in surface care

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Private label to gain further ground, despite Handy Andy's popularity

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DISCLAIMER

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