

Surface Care in Costa Rica

February 2024

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Surface Care in Costa Rica - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Muted volume growth in 2023

Colgate-Palmolive launches Floral Sensation Fabuloso

New Xedex line of products launched in surface care

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Increased segmentation within surface care

Minimal volume growth for wipes

Increased focus on sustainability

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DISCLAIMER

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