

# Surface Care in Austria

February 2024

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## Surface Care in Austria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Healthy value growth thanks to inflation, but volume sales decline in 2023  
Demand for disinfectants declines as consumer concerns about contagion subside  
Henkel leads the category overall, but Unilever's Cif brand remains in pole position

#### PROSPECTS AND OPPORTUNITIES

Value and volume growth expected, despite ongoing price sensitivity  
Supermarkets will remain the leading distribution channel for the foreseeable future  
Ongoing sustainability concerns will dampen demand for surface care considered harmful to the environment

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