



Surface Care in Singapore

February 2024

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Surface Care in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Greater mobility and review of priorities subdues surface care's performance
Stable demand for multi-purpose cleaners driven by convenience of all-one-cleaning solutions
Waning threat of pandemic reduces focus on regularly disinfecting the home

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Price will remain important but not at the expense of quality and efficacy

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DISCLAIMER

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