



Euromonitor
International

Surface Care in Canada

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Surface Care in Canada - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Reduced cleaning, rising price points and buying during promotions impact growth
Heightened health concerns shape product innovations, offering antibacterial disinfectants
Impregnated wet wipes recover following a decline post-COVID-19

PROSPECTS AND OPPORTUNITIES

Multi-purpose cleaners drive retail volume growth as consumers appreciate convenience
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DISCLAIMER

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