

Surface Care in Peru

February 2025

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Surface Care in Peru - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Multi-surface cleaners lead growth, while prices decline Clorox drives value growth with revival of Poett brand Large formats grow in popularity, with further scope for innovation

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Multi-purpose cleaners will continue to take the spotlight Disinfection is regaining relevance as an attribute among consumers Fragrance innovation will drive future growth

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DISCLAIMER

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