

Surface Care in Taiwan

February 2025

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Surface Care in Taiwan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Surface care maintains growth due to the dynamism of bathroom cleaners

Home care wipes and floor cleaning systems keeps posting moderate growth

Retail e-commerce maintains a high share of distribution even after the pandemic

PROSPECTS AND OPPORTUNITIES

Positive performance set to be maintained as demand for hygiene remains high

Domestic brands will endeavour to gain more traction in surface care

Antibacterial features and the integration of baking soda expected over the forecast period

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