

Surface Care in Spain

February 2025

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Surface Care in Spain - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Multi-purpose cleaners drive category growth in 2024

Innovation driven by evolving fragrance preferences and concern for household pets

Decline in demand for impregnated wet wipes

PROSPECTS AND OPPORTUNITIES

Alternative and traditional cleaning methods and products to become more and more prevalent during forecast period

Private label will continue to strengthen its market position

New formats and formulas anticipated to enter the competition

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