

Surface Care in New Zealand

February 2025

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Surface Care in New Zealand - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Focus on task-specificity weakens with household budgets under pressure DIY attitude is growing in surface care Premium positioning of ecological brands is less pronounced

PROSPECTS AND OPPORTUNITIES

A return to task-specific products is anticipated as economic conditions improve Subscription services to gain traction in surface care "Green" trends to return to prominence

CATEGORY DATA

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DISCLAIMER

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