



**Euromonitor
International**

Surface Care in Belgium

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Concentrated formulas leads surface care to record a retail volume decline in 2024
Surface care brands offer traditional, simple and natural ingredients to appeal to consumers
Sustainable formulas and refill products align with consumers rising demands

PROSPECTS AND OPPORTUNITIES

Retail volume is expected to decline as efficiency and DIY trends impact surface care sales
Convenience, sustainability and versatility is set to shape surface care innovation
Changes in the retail landscape are expected to enhance market accessibility

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Home Care in Belgium - Industry Overview

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DISCLAIMER

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