



Euromonitor
International

Surface Care in Uruguay

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Reduction in smuggling from Argentina boosts domestic demand for surface care
- Plastic pouches continue to grow in popularity
- Leader Colgate Palmolive Inc SA strong in multi-purpose cleaners

PROSPECTS AND OPPORTUNITIES

- Surface care will shake off its post-pandemic hangover
- Affordability and growing retail penetration to boost multi-purpose cleaners
- Memories of COVID-19 will continue to boost home disinfectants and all-purpose cleaning wipes

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DISCLAIMER

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