

Surface Care in Saudi Arabia

February 2025

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Surface Care in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cleaning wipes hold high appeal thanks to offer of convenience

Multinational brands continue to lead surface care, while standard floor cleaners benefits from increased innovation

Multi-purpose cleaners hold highest share

PROSPECTS AND OPPORTUNITIES

Innovation will drive further growth for all purpose wipes over the forecast period

Promotions to propel volume sales

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