



Euromonitor
International

Surface Care in Ecuador

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Multi-purpose cleaners remain one of the best sellers
- Thriving panorama for private label
- Increasing offering of impregnated wipes

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- Versatility of powder detergent continues to dampen values sales with surface care
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Home Care in Ecuador - Industry Overview

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DISCLAIMER

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- Summary 1 - Research Sources

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