

# Surface Care in Chile

February 2025

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# Surface Care in Chile - Category analysis

# **KEY DATA FINDINGS**

### 2024 DEVELOPMENTS

Focus on disinfection continues to wane in Chile Multi-purpose cleaners regains growth momentum, driven by convenience Innovations in concentrated multi-purpose cleaners

# PROSPECTS AND OPPORTUNITIES

Future of wipes: Seasonal and specific demand following pandemic The hidden cost of price competition Specific kitchen cleaners to maintain steady demand

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