

Surface Care in Morocco

February 2025

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Surface Care in Morocco - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

New scents add dynamism to dominant floor cleaners Growing use of window/glass cleaners in the home, office and other businesses Other categories continue to develop and grow in surface care

PROSPECTS AND OPPORTUNITIES

Players to leverage pack sizes to encourage switch to packaged surface care Home and business use to push window/glass cleaners User perception of surface care products as essential to foster demand

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Home Care in Morocco - Industry Overview

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DISCLAIMER

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