

# Surface Care in Hong Kong, China

February 2025

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# Surface Care in Hong Kong, China - Category analysis

## **KEY DATA FINDINGS**

## 2024 DEVELOPMENTS

Surface care maintains solid demand as local consumers continue to stock up on essentials

Both multifunctionality and specific surface care prove popular with some consumers

E-commerce's popularity persists due to convenience and expansion of options

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Solid demand for surface care as hygiene concerns persist post-pandemic

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