

Surface Care in Thailand

February 2025

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Surface Care in Thailand - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Value-conscious consumers drive demand for affordable, efficient products Intensifying competition in surface care, with the leaders extending their shares Scent innovation continues, but must be combined with efficacy

PROSPECTS AND OPPORTUNITIES

Strong growth anticipated, but smart home integration may prevent a stronger performance Hygiene, odour removal, and sustainability will be key selling points

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