



Surface Care in Switzerland

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Despite rising costs, surface care records positive retail value and volume growth
Multi-purpose cleaners support retail volume sales while oven cleaners suffer, being considered unessential
Private label offers consumers an attractive price-to-quality ratio

PROSPECTS AND OPPORTUNITIES

Concentrated formulas will challenge higher levels of retail volume sales
Convenience-driven products are set to drive growth while task-specific goods struggle
Probiotic and plant-based formulations are expected to gain ground

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Home Care in Switzerland - Industry Overview

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DISCLAIMER

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