

Surface Care in Finland

February 2025

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Surface Care in Finland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Multi-purpose surface cleaners remain very popular Consumers demand high levels of sustainability in surface products Concentrated and refillable cleaning solutions deliver convenience

PROSPECTS AND OPPORTUNITIES

Price will remain key factor in the purchasing decision Multi-purpose cleaners will lead in size and growth Roll out of gentle formulas with fewer chemicals and fragrances to continue

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DISCLAIMER

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