



Euromonitor
International

Surface Care in Pakistan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Home care disinfectants and multi-purpose cleaners remained the top performers
Affordable brands target lower- and middle-income groups
Shift towards liquid floor cleaners and all-purpose sprays

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Antibacterial and disinfectant properties will be in demand
Competition between local and international brands to intensify

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Home Care in Pakistan - Industry Overview

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DISCLAIMER

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