



Euromonitor
International

Surface Care in Portugal

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Private label and promotional activity affect current value sales of surface care in 2024
Innovation continues apace as leading brands seek to differentiate
Swiffer wipes the floor with the competition in home care wipes

PROSPECTS AND OPPORTUNITIES

Surface care faces stagnation in the years ahead
Retailers and manufacturers alike will need to diversify in order to differentiate
Sustainability concerns are here to stay, but price will remain a key factor in purchasing decisions

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Home Care in Portugal - Industry Overview

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DISCLAIMER

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