

Surface Care in Costa Rica

February 2025

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Surface Care in Costa Rica - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price stabilization boosts retail volume sales All-purpose cleaning wipes lose momentum as COVID-19 threat fades Led by Reckitt Benckiser, international players remain dominant

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Surface care to grow in popularity as an alternative to bleach Private label offer will broaden Focus on sustainability will deepen

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Home Care in Costa Rica - Industry Overview

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MARKET DATA

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DISCLAIMER

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