



**Euromonitor
International**

Surface Care in Austria

April 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Current value growth outperforms volume growth in 2024 as average unit prices increase
Premiumisation helps boost growth as consumers seek better efficacy
International players maintain the lead in surface care

PROSPECTS AND OPPORTUNITIES

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Supermarkets will remain the leading distribution channel for the foreseeable future

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Home Care in Austria - Industry Overview

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DISCLAIMER

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