



**Euromonitor
International**

Surface Care in North Macedonia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Reduced pressure on household budgets lifts demand across surface care
Descalers continues to benefit from prevalence of hard water in North Macedonia
Innovation is focused on antibacterial formulas and fragrances

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Demand for most product types expected to increase steadily
Standard floor cleaners and kitchen cleaners set to grow fastest in volume terms
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Home Care in North Macedonia - Industry Overview

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DISCLAIMER

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- Summary 1 - Research Sources

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