

Surface Care in Bolivia

February 2024

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Surface Care in Bolivia - Category analysis

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2023 DEVELOPMENTS

Greater consumer awareness of task-specific surface care products

Waning demand for 'non-essential' glass cleaners

Unilever Andina Bolivia SA maintains its lead in 2023

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New brands will support growth of kitchen cleaners

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Promotional activities will continue to feature strongly as consumers look for value

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DISCLAIMER

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