

# Surface Care in Poland

February 2024

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# Surface Care in Poland - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Consumers seek affordable yet effective solutions in surface care Convenience drives retail volume sales of all-purpose cleaning wipes and multi-purpose surface care Consumers embrace local brands with sustainable attributes

## PROSPECTS AND OPPORTUNITIES

Environmental concerns could threaten the future growth prospects for wipes The rising focus on sustainability will shape product innovation New product launches focus on scent and formulas for specific skin needs

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