

Surface Care in Egypt

February 2024

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Surface Care in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Surface care maintains demand despite rising prices due to hygiene awareness

Competition in multi-purpose cleaners is intensifying as consumers seek affordable options

Sales of surface care via e-commerce maintain positive momentum

PROSPECTS AND OPPORTUNITIES

Surface care set to maintain growth, driven by increasing hygiene awareness

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Local brands set to focus on health and wellness claims with greater move towards natural alternatives

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