

# Surface Care in Argentina

February 2024

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## Surface Care in Argentina - Category analysis

### **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Home care disinfectants slows its fall but still declines

Despite the less frequent use of surfaces, surface care volume sales remain positive

Four multinational groups lead the different categories

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Standing pouches will continue to replace triggers

Kitchen cleaners hard to replace claim will drive its moderate growth

Multi-purpose cleaners is the most stable category

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