

# Surface Care in Germany

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Surface care value growth driven by further unit price rises in 2023
- Interest in multi-purpose cleaners driven by demand for versatility
- Private label gains ground in task-specific cleaners but dominates all purpose cleaning wipes

PROSPECTS AND OPPORTUNITIES

- Surface care to remain relevant over forecast period due to heightened hygiene awareness and habit persistence
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Home Care in Germany - Industry Overview

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DISCLAIMER

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