

Surface Care in Costa Rica

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Muted volume growth in 2023
- Colgate-Palmolive launches Floral Sensation Fabuloso
- New Xedex line of products launched in surface care

PROSPECTS AND OPPORTUNITIES

- Increased segmentation within surface care
- Minimal volume growth for wipes
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Home Care in Costa Rica - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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