

Surface Care in Romania

February 2024

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Surface Care in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers are reluctant to compromise on quality when purchasing surface care products

Multi-purpose cleaners dominates, but specific surface care solutions gain traction

Consumers welcome more modern and sustainable products

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Romanian consumers to demand more ergonomic and eco-friendly surface care products

Specialised cleaning solutions to continue to gain momentum

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