

Surface Care in North Macedonia

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Surface care sees decline in several subcategories
Growth led by oven cleaners and descalers, with SC Johnson still leading overall category
Decline for wash and wax floor cleaners, while BioActive introduces new products

PROSPECTS AND OPPORTUNITIES

Low growth forecast for overall surface care
Standard floor cleaners to rise fastest
Scouring agents will lag behind

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Home Care in North Macedonia - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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