

Surface Care in Brazil

February 2024

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Surface Care in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stable demand for surface care as inflationary pressures gradually ease

Leading distribution channels continue to record positive performances

Cleaning performance and surface care ingredients promote product differentiation towards premiumisation

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Pet ownership to help drive future growth and opportunities

Brand awareness increasingly important in local surface care

Local competition and investments are set to influence forecast period results

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