

Surface Care in Peru

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Multi-purpose cleaners remains the largest and most dynamic category in 2023 as consumers focus on value and convenience
Little change in the competitive landscape as the leading brands remain the most visible and widely available options
Traditional cleaning habits remain an obstacle to more significant uptake of surface care

PROSPECTS AND OPPORTUNITIES

Prices likely to dictate demand for surface care with potential threat from low-cost laundry detergents
Multi-purpose cleaners set to benefit from being a convenient and effective solution to maintaining good hygiene in the home
Education could prove crucial in driving demand

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DISCLAIMER

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