

# Surface Care in South Africa

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Larger packs of multi-purpose cleaners boost brand loyalty through affordability  
Post-pandemic, leading players gain share, making use of marketing campaigns  
More affordable oven cleaners grow, while air fryer ownership presents a new dynamic in surface care

PROSPECTS AND OPPORTUNITIES

Private label to gain further ground, despite Handy Andy's popularity  
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Home Care in South Africa - Industry Overview

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DISCLAIMER

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