

Surface Care in Dominican Republic

February 2024

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Surface Care in Dominican Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home care disinfectants are losing appeal Long-lasting aromas and innovative fragrances stimulate growth Multi-purpose cleaners offer cost-savings amid high inflation

PROSPECTS AND OPPORTUNITIES

Home cleaning to remain top of mind for Dominicans in the post-pandemic period Products for cleaning specific surfaces expected to expand Environmentally-friendly products to gain traction

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DISCLAIMER

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