

Surface Care in Israel

February 2024

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Surface Care in Israel - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Limited opportunity for significant rise in prices of all purpose cleaning wipes

Consumers increasingly seek natural ingredients from their surface care

Scents associated with fabric softeners increasingly popular in surface care

PROSPECTS AND OPPORTUNITIES

Busy lifestyles will drive demand for convenient surface care formats

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Potential for further price rises to drive demand for multifunctional surface care

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DISCLAIMER

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