



Euromonitor  
International

# Surface Care in Ecuador

February 2024

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## Surface Care in Ecuador - Category analysis

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Many households still place a strong emphasis on home cleanliness in 2023

Lower level of investment spending

Hard discounters help keep prices down

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Laundry products set to remain a key competitor

Innovation to generate value

Multi-purpose cleaners and disinfectants will continue to drive most sales in surface care

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