

Surface Care in Indonesia

February 2024

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Surface Care in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Modern consumers lean towards specialised products for specific cleaning needs

Sayap Mas Utama maintains its marginal share lead on Unilever

Home care disinfectants maintain healthy sales post-pandemic, thanks to strong brand awareness

PROSPECTS AND OPPORTUNITIES

Innovation lies at the heart of driving sales in surface care

Competition set to become fiercer, as players tap into areas of vast potential

A bright future expected for window/glass cleaners

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DISCLAIMER

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