



Surface Care in India

March 2024

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Surface Care in India - Category analysis

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2023 DEVELOPMENTS

Moderate growth for surface care as the emphasis on hygiene wanes and people enjoy greater mobility

Reckitt Benckiser continues to dominate due to strong brand recall

Format-based innovations help stimulate demand for standard floor cleaners

PROSPECTS AND OPPORTUNITIES

Steady growth expected in the forecast period on account of growing penetration

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Convenience and best price to drive growth in retail e-commerce

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DISCLAIMER

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