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# Surface Care in South Africa

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## Surface Care in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Larger packs of multi-purpose cleaners boost brand loyalty through affordability

Post-pandemic, leading players gain share, making use of marketing campaigns

More affordable oven cleaners grow, while air fryer ownership presents a new dynamic in surface care

#### PROSPECTS AND OPPORTUNITIES

Private label to gain further ground, despite Handy Andy's popularity

Dual-purpose surface cleaners to gain momentum over the forecast period

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