



Surface Care in Pakistan

February 2025

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Surface Care in Pakistan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Home care disinfectants and multi-purpose cleaners remained the top performers

Affordable brands target lower- and middle-income groups

Shift towards liquid floor cleaners and all-purpose sprays

PROSPECTS AND OPPORTUNITIES

Growth opportunities in kitchen, bathroom and window cleaners

Antibacterial and disinfectant properties will be in demand

Competition between local and international brands to intensify

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Home Care in Pakistan - Industry Overview

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DISCLAIMER

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