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# Surface Care in Portugal

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## Surface Care in Portugal - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Private label and promotional activity affect current value sales of surface care in 2024

Innovation continues apace as leading brands seek to differentiate

Swiffer wipes the floor with the competition in home care wipes

#### PROSPECTS AND OPPORTUNITIES

Surface care faces stagnation in the years ahead

Retailers and manufacturers alike will need to diversify in order to differentiate

Sustainability concerns are here to stay, but price will remain a key factor in purchasing decisions

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