



Surface Care in North Macedonia

February 2025

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Surface Care in North Macedonia - Category analysis

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2024 DEVELOPMENTS

Reduced pressure on household budgets lifts demand across surface care
Descalers continues to benefit from prevalence of hard water in North Macedonia
Innovation is focused on antibacterial formulas and fragrances

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Demand for most product types expected to increase steadily
Standard floor cleaners and kitchen cleaners set to grow fastest in volume terms
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DISCLAIMER

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