



Surface Care in Pakistan

February 2024

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Surface Care in Pakistan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand rises as consumers continue to focus on cleanliness and hygiene in 2023
Dettol rides consumer loyalty and widespread accessibility to gain retail value share in 2023
Specialised options like bathroom cleaners and floor cleaners continue to win over consumers

PROSPECTS AND OPPORTUNITIES

More general types to lead but specialised options are set to increase their penetration
Players to invest in marketing and distribution to drive consumers towards brands
Awareness of surface care is set to rise in rural households

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Home Care in Pakistan - Industry Overview

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DISCLAIMER

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