



Euromonitor
International

Bleach in Peru

February 2024

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Bleach in Peru - Category analysis

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2023 DEVELOPMENTS

Bleach loses relevance in the market as the pandemic comes to an end

Consumers turn to affordable brands due to lack of differentiation

Consumers migrate to discounters in search of savings

PROSPECTS AND OPPORTUNITIES

Increased education on the benefits of laundry care could negatively affect demand for bleach

Price competition expected to heat up as Peru's economy struggles

Competitors could promote new consumption occasions to drive sales

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