



Euromonitor
International

Laundry Care in Peru

February 2024

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Laundry Care in Peru - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Laundry detergents faces challenges and opportunities in 2023
Significant downgrade in mid-tier consumption due to economic context
Value becomes the key consumer concern as economic pressures mount

PROSPECTS AND OPPORTUNITIES

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Liquid Fabric Softeners has great expansion potential
Companies will need to consider traditional laundry habits if they are to build stronger sales

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/laundry-care-in-peru/report.