



Euromonitor  
International

# Laundry Care in Argentina

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## Laundry Care in Argentina - Category analysis

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#### 2023 DEVELOPMENTS

Spot and stain removers the best performers  
Concentrated fabric softeners stand as a serious contender to standard versions  
Unilever de Argentina manages to lead a multi-brand category

#### PROSPECTS AND OPPORTUNITIES

Standard liquid detergents' expansion to stem from migration from other detergents  
In-wash removers will grow to the detriment of pre-wash alternatives  
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/laundry-care-in-argentina/report](http://www.euromonitor.com/laundry-care-in-argentina/report).