



Euromonitor
International

Laundry Care in Ecuador

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Laundry Care in Ecuador - Category analysis

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2023 DEVELOPMENTS

Powder detergent benefits from its affordability and versatility

Bar detergents suffer a strong price increase

Laundry aids see a strong recovery as life returns to normal

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Private label expected to gain further ground over the forecast period

Multiple use of powder detergent is a key determinant of growth

Powder and bar detergents hampered by already high penetration, whilst laundry aids have a promising future

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DISCLAIMER

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