



Euromonitor
International

Laundry Care in Peru

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Laundry Care in Peru - Category analysis

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2024 DEVELOPMENTS

Major players implement aggressive strategies to counter competition from low-priced alternatives

Fabric softeners see increase in demand 2024, thanks to improved economic context and players' price cutting efforts

Liquid format shows surge in popularity

PROSPECTS AND OPPORTUNITIES

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Consumers will become more discerning in terms of their purchasing decisions, with wellbeing playing a key role

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