



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

Economy brands set to gain more ground in the short term as Peru enters a recession
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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