



Euromonitor
International

Dishwashing in Peru

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Growth rates return to normal pre-pandemic levels
- Procter & Gamble offloads its pastes, impacting its market share
- Dishwashing liquids gain ground on the back of rising consumer awareness and aggressive marketing campaigns

PROSPECTS AND OPPORTUNITIES

- Consumer shift towards smarter, more personalised choices
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Home Care in Peru - Industry Overview

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DISCLAIMER

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