



Euromonitor
International

Laundry Care in Peru

February 2025

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KEY DATA FINDINGS

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

Economical detergents will continue to dominate amid economic pressures
Consumers will become more discerning in terms of their purchasing decisions, with wellbeing playing a key role
Laundry care offers much scope for further innovation

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/laundry-care-in-peru/report.