

Laundry Care in Uruguay

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Laundry Care in Uruguay - Category analysis

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2024 DEVELOPMENTS

Liquid detergents continue to cannibalise powder detergents Reduction in smuggling boosts demand through licit channels Unilever del Uruguay SA continues to dominate

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Retail constant value sales will be little better than static Concentrated liquid fabric softeners will grow in popularity Unit price will decrease in standard liquid detergents

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DISCLAIMER

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