



# Laundry Care in Chile

February 2024

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## Laundry Care in Chile - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers use smaller amount of product per wash in attempt to save money  
Unpackaged laundry care is gaining popularity as consumers' environmental consciousness continues to grow  
Unilever dominates but local brands play a vital role in the traditional channel

#### PROSPECTS AND OPPORTUNITIES

Players will continue to invest in the circular economy  
Powder detergents will be increasingly replaced by modern liquid formats  
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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/laundry-care-in-chile/report](http://www.euromonitor.com/laundry-care-in-chile/report).