

Dishwashing in Peru

Market Direction | 2023-01-01 | 18 pages | Euromonitor

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Report description:

Dishwashing saw total volume sales decline for a second year in a row in 2022. The contraction was due to the easing of the pandemic and the ending of most associated public health restrictions, in that the need for these products diminished as Peruvians continued to resume their usual routines and thereby spent less time cooking and eating at home. However, the gradual normalisation of demand ensured the overall rate of decline was slightly slower than that recorded in 2021. Volume sales were f...

Euromonitor International's Dishwashing in Peru market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Automatic Dishwashing, Hand Dishwashing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Dishwashing market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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Easing of the pandemic continues to depress overall demand

Migration from paste to liquid products persists in hand dishwashing

Procter & Gamble maintains overall lead thanks to success of its Ayudin brand

PROSPECTS AND OPPORTUNITIES

Automatic dishwashing set to remain a niche category in Peru

More consumers expected to trade down to cheaper brands and private label lines

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