

Laundry Care in Peru

Market Direction | 2023-01-01 | 22 pages | Euromonitor

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Report description:

Spot and stain removers was the most dynamic category within laundry care in volume growth terms in 2022, and saw sales rise at a markedly faster pace than in 2021. Its performance was lifted by the easing of the pandemic and the ending of most restrictions previously imposed to curb the spread of COVID-19, with the need for these products increasing as schools fully reopened and more Peruvians returned to the office and started regularly socialising outside the home again. High inflation and gr...

Euromonitor International's Laundry Care 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: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

Why buy this report?

- * Get a detailed picture of the Laundry Care 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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Demand for spot and stain removers increases as Peruvians resume normal routines

Penetration of liquid detergents remains low

Alicorp maintains its commanding lead in laundry care

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Bar detergents will continue losing ground to alternative product types

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