

Laundry Care in Costa Rica

Market Direction | 2023-02-14 | 23 pages | Euromonitor

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Report description:

Soaring inflation in 2022 made price a priority for most consumers in Costa Rica when it came to laundry care products, with purchasing decisions directed primarily by cost rather than by product promises of performance in terms of antibacterial efficacy, pleasant odour or colour preservation, for example. Costa Rican consumers were focused on the search for low-cost products and retailers offering attractive deals and discounts with little regard for brand names or image. Private label players...

Euromonitor International's Laundry Care in Costa Rica 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 reliable information resources to help drive informed strategic planning.

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Higher-income earners help support sales

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