

Home Care in Uruguay

Market Direction | 2024-02-23 | 50 pages | Euromonitor

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Report description:

Though home care registered current value growth, both constant value and volume sales fell. This was partly due to a weakening economy, due to a severe drought. However, the main factor impacting volume sales was cross-border shipping into Argentina. Although inflation has soared in Argentina, the depreciation rate against the Uruguayan peso has made home care products purchased in Argentina much cheaper for Uruguayan consumers than products purchased locally. As a result, consumers living in C...

Euromonitor International's Home Care in Uruguay 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 2028 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

Why buy this report?

- * Get a detailed picture of the Home 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.

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reliable information resources to help drive informed strategic planning.

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