

Laundry Care in Chile

Market Direction | 2024-02-19 | 21 pages | Euromonitor

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Report description:

Despite the fact that laundry care is relatively inelastic compared to other home care products, retail volume sales experienced a decline in 2023, driven by a fall in consumers' purchasing power. In an attempt to save money, many local consumers started using a smaller amount of product per wash than usually recommended on the packaging. The migration to concentrated products also negatively impacted retail volume sales.

Euromonitor International's Laundry Care in Chile 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: 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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LAUNDRY CARE IN CHILE

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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

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Players will continue to invest in the circular economy

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