

## **Laundry Care in Colombia**

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

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### **Report description:**

Retail prices of laundry care products continued to experience significant increases in 2023, with double-digit growth rates well above the rate of inflation. The impact of rising prices varied according to category. While volume sales of powdered detergents and spot and stain removers contracted, others like liquid and bar detergents saw healthy growth. Consumers are facing lower purchasing power, which is driving the appeal of affordable bar detergents that already have a high penetration in C...

Euromonitor International's Laundry Care in Colombia 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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