

## **Dishwashing in Peru**

Market Direction | 2025-02-05 | 18 pages | Euromonitor

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### **Report description:**

Dishwashing products in Peru registered modest growth in retail volume terms in 2024, following the fluctuations caused by the pandemic. The high household penetration of hand dishwashing products has ensured a steady demand, with such items considered a priority in terms of weekly spending. A key driver of growth has been price reductions led by Alicorp SAA and private label offerings. This has spurred rapid growth in liquid dishwashing products, which are steadily gaining market share over pas...

Euromonitor International's Dishwashing 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 2029 illustrate how the market is set to change.

Product coverage: Automatic Dishwashing, Hand Dishwashing.

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

Why buy this report?

- \* Get a detailed picture of the Dishwashing 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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Euromonitor International  
February 2025

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