

Laundry Care in Argentina

Market Direction | 2025-02-05 | 23 pages | Euromonitor

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Report description:

In 2024, laundry care in Argentina saw an uplift in retail value sales of 201%, while retail volume declined by 10%. These results were due to the economic crisis, which had a major impact on the consumption of home care products. The fall in consumers' disposable incomes forced many to be cautious with their budgets and reduce the consumption of non-essential products. However, some cleaning products are viewed as more essential than others, with laundry detergents being among these. Consequent...

Euromonitor International's Laundry Care in Argentina 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: 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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KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers increasingly migrate from standard powder detergents to liquid formats

Leading brand innovations support the growth of standard liquid detergents

Unilever retains its lead with its well-established brands Skip, Ala and Granby

PROSPECTS AND OPPORTUNITIES

Concentrated formulas are expected to support retail value and the average unit price of fabric softeners

Dreamco is expected to perform well, becoming stronger competition for Unilever

Cost-effective, traditional laundry care ingredients are set to gain ground

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