

## **Laundry Care in Peru**

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

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### **Report description:**

Laundry care in Peru experienced modest growth in retail volume terms in 2024. Powder detergents remained the largest segment, as these products remain the primary choice for washing clothes in local households. Nevertheless, the market saw a slight decline in current value as core brands began to lose significant ground, in contrast to the substantial growth experienced by economy brands in recent years. This trend has been particularly evident in the interior regions of the country and among I...

Euromonitor International's Laundry Care 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: 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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