

# Laundry Care in Peru

February 2024

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## KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Laundry detergents faces challenges and opportunities in 2023

Significant downgrade in mid-tier consumption due to economic context

Value becomes the key consumer concern as economic pressures mount

## PROSPECTS AND OPPORTUNITIES

Economy brands set to gain more ground in the short term as Peru enters a recession

Liquid Fabric Softeners has great expansion potential

Companies will need to consider traditional laundry habits if they are to build stronger sales

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