

Toilet Care in Peru

February 2024

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Toilet Care in Peru - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumer priorities changing as the pandemic comes to an end Inflation and stock shortages impact the competitive landscape Discounters gaining traction as consumers go in search of savings

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Growth depends largely on greater awareness of the need for toilet cleaning New fragrances and larger packs could present growth opportunities Private label likely continue to gain ground as Peru enters a recession

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