



Euromonitor  
International

# Laundry Care in Mexico

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## Laundry Care in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Scents and segmentation are the leading trends in laundry care in 2023  
Concentrated formulae offer cost-saving, while delivering an eco-friendly approach  
Brands bet on multipurpose products

#### PROSPECTS AND OPPORTUNITIES

Liquid detergents will be increasingly popular, but new formats are also set to emerge, including sheets  
Sustainability likely to be a driving force in the forecast period  
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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/laundry-care-in-mexico/report](http://www.euromonitor.com/laundry-care-in-mexico/report).