

Dishwashing in Peru

February 2024

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Dishwashing in Peru - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Category resumes regular growth after pandemic peak

Dishwashing paste soap remains the preferred option but liquid gaining ground

Supply shortages place further pressure on prices as inflation continues to influence the market

PROSPECTS AND OPPORTUNITIES

Economic brands set to gain ground while leading players are expected to focus on encouraging Peruvians to trade up from paste to liquid

Category to become more relevant for Home Care competitors

Hand dishwashing will continue to be the dominant option in Peru

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DISCLAIMER

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