

Laundry Care in Argentina

February 2024

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Laundry Care in Argentina - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Spot and stain removers the best performers
Concentrated fabric softeners stand as a serious contender to standard versions
Unilever de Argentina manages to lead a multi-brand category

PROSPECTS AND OPPORTUNITIES

Standard liquid detergents' expansion to stem from migration from other detergents
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DISCLAIMER

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