

Laundry Care in Mexico

February 2024

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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
Private label will play an increasingly important role

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DISCLAIMER

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