

Laundry Care in Latin America

April 2021

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Slight improvement in 2020 will be followed by stronger growth rates

Mexico unable to offset all the losses seen in Brazil and Argentina

Brazil's recessionary hangover dents its overall 2015-2020 sales

Dynamic liquid detergents unable to make up shortfalls elsewhere

Liquid fabric softeners and liquid detergents add most new sales

Modern grocery retailers lead sales of laundry detergents in Latin America

E-commerce almost doubles its share in the region in 2020

LEADING COMPANIES AND BRANDS

Concentrated competitive landscape in most Latin American countries

Multinational players remain the clear leaders in regional laundry care

Brazil and Mexico the main markets for nearly all the top 10 players

Omo and Ariel continue to lead in Latin America

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Healthy growth rates expected over the forecast period

Liquid detergents to drive growth in the 2020-2025 period

Rising GDP and limited price growth will help drive sales

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Bolivia: Competitive and Retail Landscape

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