

Laundry Care in Canada

Market Direction | 2022-06-22 | 25 pages | Euromonitor

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Report description:

In 2021, growth in the retail sales of laundry care stabilised as the country moved towards a period of normalisation. A significant driver of growth in 2020 was the widespread stockpiling seen, but as consumers adjusted to COVID-19 this stockpiling subsided and, as such, was less of a feature in 2021. The growth in retail value sales was mainly driven by price increases. As different products became available in 2021, consumers also preferred well-known brands, as they were not always available...

Euromonitor International's Laundry Care in Canada market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Laundry Care market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
June 2022

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KEY DATA FINDINGS

2021 DEVELOPMENTS

Price increases drive value growth

Tablet detergents become a preferred format to consumers among e-commerce growth, while powder detergents continues to decline

Procter & Gamble extends its dominance thanks to the wide variety of products it offers in laundry care

PROSPECTS AND OPPORTUNITIES

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Sustainable brands to regain importance in the forecast period

Private label set to grow as price increases will pressure consumers to opt for lower-cost alternatives

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