

Laundry Care in Belgium

Market Direction | 2023-01-25 | 24 pages | Euromonitor

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Report description:

After a boom in sales of laundry care in 2020 due to people having more time to do the laundry and washing their clothes more often to help ensure good hygiene, sales declined in current value and retail volume terms in 2021 and 2022. As people returned to activities away from the home as Belgium eased and then lifted its COVID-19 restrictions, this left less time to do laundry. Inflation and the rise in the price of electricity also impacted the category, with people using their washing machine...

Euromonitor International's Laundry Care in Belgium 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 2027 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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