

Laundry Care in Italy

Market Direction | 2023-01-25 | 27 pages | Euromonitor

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Report description:

Demand for laundry care products fell in 2022, as consumers returned to pre-pandemic washing and sanitation regimes, which were less rigorous than during the height of the COVID-19 crisis. Overall, Italians felt less anxious about contacting the virus, thanks to the milder symptoms of new variants and low rates of hospitalisation. This was in marked contrast to 2020, when laundry care products saw healthy growth in volume terms, driven by an increased focus on cleanliness and hygiene. Clothing wo...

Euromonitor International's Laundry Care in Italy 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.

Table of Contents:

Laundry Care in Italy
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List Of Contents And Tables

LAUNDRY CARE IN ITALY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising energy costs lead to decline in number of washing cycles, although scent boosters gain traction amongst consumers

Sustainability grows in importance

Henkel retains its lead, while appliance manufacturers focus on introducing their own laundry care lines

PROSPECTS AND OPPORTUNITIES

Environmental concerns will play a key role, with appliance manufacturers and laundry care players working together to produce optimal laundry care solutions

Difficult economic conditions will restrict sales of non-essential products, with smaller packaging sizes expected to grow in importance

Large brands to build critical mass in production of green products

CATEGORY INDICATORS

Table 1 Household Possession of Washing Machines 2017-2022

CATEGORY DATA

Table 2 Sales of Laundry Care by Category: Value 2017-2022

Table 3 Sales of Laundry Care by Category: % Value Growth 2017-2022

Table 4 Sales of Laundry Aids by Category: Value 2017-2022

Table 5 Sales of Laundry Aids by Category: % Value Growth 2017-2022

Table 6 Sales of Laundry Detergents by Category: Value 2017-2022

Table 7 Sales of Laundry Detergents by Category: % Value Growth 2017-2022

Table 8 Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2017-2022

Table 9 NBO Company Shares of Laundry Care: % Value 2018-2022

Table 10 LBN Brand Shares of Laundry Care: % Value 2019-2022

Table 11 NBO Company Shares of Laundry Aids: % Value 2018-2022

Table 12 LBN Brand Shares of Laundry Aids: % Value 2019-2022

Table 13 NBO Company Shares of Laundry Detergents: % Value 2018-2022

Table 14 LBN Brand Shares of Laundry Detergents: % Value 2019-2022

Table 15 Forecast Sales of Laundry Care by Category: Value 2022-2027

Table 16 Forecast Sales of Laundry Care by Category: % Value Growth 2022-2027

HOME CARE IN ITALY

EXECUTIVE SUMMARY

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

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MARKET INDICATORS

Table 17 Households 2017-2022

MARKET DATA

Table 18 Sales of Home Care by Category: Value 2017-2022

Table 19 Sales of Home Care by Category: % Value Growth 2017-2022

Table 20 NBO Company Shares of Home Care: % Value 2018-2022

Table 21 LBN Brand Shares of Home Care: % Value 2019-2022

Table 22 Penetration of Private Label in Home Care by Category: % Value 2017-2022

Table 23 Distribution of Home Care by Format: % Value 2017-2022

Table 24 Distribution of Home Care by Format and Category: % Value 2022

Table 25 Forecast Sales of Home Care by Category: Value 2022-2027

Table 26 ☐Forecast Sales of Home Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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