

Laundry Care in Singapore

Market Direction | 2023-01-25 | 23 pages | Euromonitor

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Report description:

Laundry care continued to experience little movement in retail volume terms and solid retail current value growth in 2022, with value growth especially driven by the impact of inflation on the prices of laundry care products. In 2020, to safeguard the welfare of families amidst the COVID-19 pandemic, the government encouraged Singaporeans to tend to their laundry more frequently, including the cleaning of clothing and other household fabrics, such as sheets, pillowcases, and blankets. While the...

Euromonitor International's Laundry Care in Singapore 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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Antibacterial becomes an essential feature in detergents

Multifunctional products offer greater convenience and savings to consumers

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Concentrated powder detergents will continue to face a steep decline in sales

Inflation surge will drive uneven shifts in laundry care purchasing behaviour

Eco-friendliness key in laundry care amidst inflated prices and consumers' reduced washing frequency

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