

Laundry Care in Spain

Market Direction | 2023-01-27 | 26 pages | Euromonitor

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Report description:

When it came to innovation and new product development within laundry detergents at the end of the review period there was a strong focus on capsules and the offer of new aromas, as well as more sustainable products. This was the case with Henkel which launched Dixan Trio Caps in 2021 with this new product positioned as convenient thanks to its pre-dosed capsule format and the fact there is no need to separate the different types of clothes and colours. In 2022, the company bet on more new produ...

Euromonitor International's Laundry Care in Spain 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.

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