

## Laundry Care in Thailand

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

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### Report description:

Whilst the value growth of laundry care returns to positive figures in 2022, volume remains in the negative. This is due to high inflation in Thailand, which shows as just over 6% in Euromonitor International data. However, this creates a complex environment, as manufacturers have barriers to notable price increases due to laundry care products being regulated by the Ministry of Commerce which is taking measures to help to reduce household spending in this inflationary scenario. As such, manufac...

Euromonitor International's Laundry Care in Thailand 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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Euromonitor International  
January 2023

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High hygiene standards continue to inspire innovations

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