

Laundry Care in the Netherlands

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

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Report description:

Laundry care saw a slight decline in retail volume sales in 2022, as some consumers continued to have some goods stockpiled from during the COVID-19 period. In addition, a hybrid form of working is common, meaning consumers wore casual clothing and had a reduced need to wash clothes frequently. However, current retail value sales increased because of the high inflation experienced in the Netherlands. Despite the high-value sales, laundry care such as concentrated detergents were often sold on pr...

Euromonitor International's Laundry Care in Netherlands 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

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reliable information resources to help drive informed strategic planning.

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Positive current retail value growth is driven by inflation rates

Fewer innovations in laundry care as manufacturers struggle to add value

Consumers hunt for instore deals, leading to a fall in e-commerce sales

PROSPECTS AND OPPORTUNITIES

Laundry care is set to post positive growth as players promote high value products

Sustainability and convenience will be the focus of product innovation

E-commerce grows, benefiting from its ease and convenience

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