

Laundry Care in Hong Kong, China

Market Direction | 2023-02-01 | 23 pages | Euromonitor

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Report description:

Overall laundry care recorded another year of slow volume decline in 2022 due to the saturation of the category and pandemic-related purchasing behaviour in the first half of the year during another wave of COVID-19, which saw many consumers bulk buy these products to ensure sufficient stock at home as they anticipated a longer work-from-home period. However, following an early spike, sales plateaued in the latter half of the year. Nevertheless, there was further innovation within the category a...

Euromonitor International's Laundry Care in Hong Kong, China 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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reliable information resources to help drive informed strategic planning.

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Declining demand for laundry care as government switches to "living with virus" strategy in late 2022

Positive performances by liquid tablet detergents and fabric softeners driven by greater product availability and effective marketing campaigns

Further penetration of retail e-commerce as players roll out and improve loyalty programmes, attracting greater interest

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Antibacterial and antiviral features will be major focus for local consumers

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