

Laundry Care in Taiwan

Market Direction | 2023-02-01 | 25 pages | Euromonitor

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Report description:

Overall laundry care showed slightly positive growth in current value terms and a slight decline in volume terms in 2022. The better performance in value terms was mainly due to the increasing consumer focus on liquid tablet detergents, and the increasing amount spent on products incorporating antibacterial and antiviral features. Longer time spent at home and less time doing laundry explain the slight decline in volume terms.

Euromonitor International's Laundry Care in Taiwan 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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Liquid tablet detergents soars due to convenience and proactive marketing campaigns

E-commerce important during the pandemic, with Facebook also used to keep consumers abreast of new developments

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Antibacterial and antiviral features expected to be the major focus over the forecast period

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