

## Laundry Care in India

Market Direction | 2023-02-15 | 23 pages | Euromonitor

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### **Report description:**

The severity of the COVID-19 pandemic eased in 2022, which led consumers' daily lives to return to a normal pattern. This helped increase the usage occasions for laundry care products, and allowed the category to attract increased consumer demand. For instance, the return to offices, or at least hybrid working, increased mobility, and physical learning in schools and colleges recommenced, which increased the need to wash clothes more frequently, fuelling the overall growth of the category.

Euromonitor International's Laundry Care in India 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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Price rises and return to normal lives drive growth in laundry care in 2022

Some consumers down-trade to standard and value for money formats to tackle inflationary pressure

Offline channels see growth due to easing of restrictions, while e-commerce increases strongly due to convenience and offers

##### PROSPECTS AND OPPORTUNITIES

Convenience-seeking and time-pressed consumers set to benefit sales of liquid detergents in the forecast period

Habit persistence, coupled with affordability, creates a challenge for premium laundry care offerings

Increasing mobile internet penetration and quick commerce will drive further expansion of e-commerce

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