

Laundry Care in South Africa

Market Direction | 2023-03-06 | 21 pages | Euromonitor

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Report description:

The greater focus on hygiene and cleanliness continued to impact most local households in 2022. The sale of surface care including disinfectants continued to grow in 2022 and similarly, laundry care benefitted from an ongoing focus on hygiene in the home. Powder detergents and bar detergents continued to experience stable growth as laundry care remained a crucial aspect of many modern households. Furthermore, greater time spent at home as a result of remote/hybrid working models, led to more fre...

Euromonitor International's Laundry Care in South Africa 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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