

Laundry Care in Germany

Market Direction | 2023-04-03 | 23 pages | Euromonitor

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Report description:

Laundry care remained the largest home care category in Germany in 2022 in both value and volume sales. It recorded significant value growth in 2022 despite the previous year's declines, thereby boosting the overall value of home care. The strongest performer within laundry detergents was liquid tablet detergents followed by concentrated liquid detergents, both of which provide convenience and efficiency in doses and storage for consumers. Value growth was further boosted by the impact of inflat...

Euromonitor International's Laundry Care in Germany 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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