

Laundry Care in Canada

Market Direction | 2024-02-22 | 24 pages | Euromonitor

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Report description:

In 2023, retail value growth was higher than retail volume growth, driven by increased price points. Rising prices created price-conscious consumers who engaged in value-seeking practices. This included strategic buying during sales, relying more heavily on loyalty programs or switching to lower-priced products. More Canadians showed interest in private label products, including Loblaw's No Name label. Loblaw ended a three-month price freeze of No Name products in early 2023 but stated it would...

Euromonitor International's Laundry Care in Canada 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 2028 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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Innovations focus on scents and freshness to appeal to consumers

Sustainability continues to shape innovations despite price sensitivity

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