

Laundry Care in Egypt

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

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Report description:

The impact of high inflation on the average unit price of laundry care, with the latter recording a second consecutive year of double-digit growth, led to slower retail volume sales growth in 2023, in particular for automatic detergents, which drives overall demand. While retail volume sales increased by 2% the previous year, 2023's growth was marginal, reflecting budget pressures on household consumption in Egypt. On the other hand, current value sales jumped by 41% in 2023, compared to 27% in...

Euromonitor International's Laundry Care in Egypt 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 reliable information resources to help drive informed strategic planning.

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Sales volumes of powder detergents continue growing due to affordability

Sharp decline for fabric softeners due to impact of inflation on prices

PROSPECTS AND OPPORTUNITIES

Laundry care to continue growing over the forecast period

Concentrated format set to grow slowly due to lack of awareness and legislation

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