

Laundry Care in Italy

Market Direction | 2024-02-21 | 27 pages | Euromonitor

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Report description:

Demand for laundry care products continued to fall in Italy in 2023, as consumers maintained the less rigorous washing and sanitation regimes practised pre-pandemic. Reduced anxiety over catching the virus, along with rising electricity costs and falling purchasing power led to a more careful focus on ways to save money. Inflationary pressures and increasing living costs meant that Italians were much more conscious of using water and electricity for laundry in 2023, and many adopted money- and e...

Euromonitor International's Laundry Care in Italy 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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Henkel maintains lead in laundry care, while increased socialising boosts sales in fine fabric detergents and fresheners

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