

Laundry Care in Hong Kong, China

Market Direction | 2025-02-17 | 23 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

While value sales of laundry care continued to rise in 2024 due to another increase in unit prices, overall demand further declined, as local consumers spent greater time outside of the home and dedicated less of their free time to household chores. However, product innovation increased, with a number of new SKUs offering different antibacterial and antiviral features.

Euromonitor International's Laundry Care in Hong Kong, China 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 2029 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Laundry Care in Hong Kong, China
Euromonitor International
February 2025

List Of Contents And Tables

LAUNDRY CARE IN HONG KONG, CHINA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Laundry care remains under pressure from mobility, maturity and pricing pressures
Liquid tablet detergents continues strong performance in local market
International brands remain popular as expatriates slowly return

PROSPECTS AND OPPORTUNITIES

Further focus on functionality associated with health concerns
Consumption polarisation will maintain its momentum in Hong Kong
International brands set to strengthen their foothold in local market

CATEGORY INDICATORS

Table 1 Household Possession of Washing Machines 2019-2024

CATEGORY DATA

- Table 2 Sales of Laundry Care by Category: Value 2019-2024
- Table 3 Sales of Laundry Care by Category: % Value Growth 2019-2024
- Table 4 Sales of Laundry Aids by Category: Value 2019-2024
- Table 5 Sales of Laundry Aids by Category: % Value Growth 2019-2024
- Table 6 Sales of Laundry Detergents by Category: Value 2019-2024
- Table 7 Sales of Laundry Detergents by Category: % Value Growth 2019-2024
- Table 8 Sales of In-Wash Spot and Stain Removers by Type: % Value Breakdown 2019-2024
- Table 9 NBO Company Shares of Laundry Care: % Value 2020-2024
- Table 10 □LBN Brand Shares of Laundry Care: % Value 2021-2024
- Table 11 □NBO Company Shares of Laundry Aids: % Value 2020-2024
- Table 12 □LBN Brand Shares of Laundry Aids: % Value 2021-2024
- Table 13 □NBO Company Shares of Laundry Detergents: % Value 2020-2024
- Table 14 □LBN Brand Shares of Laundry Detergents: % Value 2021-2024
- Table 15 □Forecast Sales of Laundry Care by Category: Value 2024-2029
- Table 16 □Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

HOME CARE IN HONG KONG, CHINA

EXECUTIVE SUMMARY

Home care in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 17 Households 2019-2024

MARKET DATA

- Table 18 Sales of Home Care by Category: Value 2019-2024
- Table 19 Sales of Home Care by Category: % Value Growth 2019-2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com

Table 20 NBO Company Shares of Home Care: % Value 2020-2024
Table 21 LBN Brand Shares of Home Care: % Value 2021-2024
Table 22 Penetration of Private Label in Home Care by Category: % Value 2019-2024
Table 23 Distribution of Home Care by Format: % Value 2019-2024
Table 24 Distribution of Home Care by Format and Category: % Value 2024
Table 25 Forecast Sales of Home Care by Category: Value 2024-2029
Table 26 □Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Laundry Care in Hong Kong, China

Market Direction | 2025-02-17 | 23 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-09
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com