

Laundry Care in Indonesia

Market Direction | 2025-02-05 | 23 pages | Euromonitor

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Report description:

Demand for laundry care products continued to grow in volume terms in Indonesia in 2024, largely driven by the increasing importance placed on health and hygiene. Laundry care is a well-established and mature product category in the country, with daily usage spanning all income groups. Indonesian consumers are becoming more conscious of cleanliness, making laundry care products essential for households. Retail current value growth also rose.

Euromonitor International's Laundry Care in Indonesia 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.

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LAUNDRY CARE IN INDONESIA

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Sales rise in both volume and current value terms in 2024
Sayap Mas Utama leads with So Klin brand
Hand wash detergents remains most popular segment in laundry care in Indonesia

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HOME CARE IN INDONESIA

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