

Laundry Care in Taiwan

Market Direction | 2025-02-13 | 24 pages | Euromonitor

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Report description:

Overall laundry care in Taiwan showed growth in retail current value terms in 2024, and a slight decline in retail volume terms. Value growth was mainly due to the increasing focus on liquid tablet detergents, due to the increase in spending on products incorporating antibacterial, anti-dust mite, and deodorisation features. The continued move away from standard liquid detergents, as well as fewer concerns over personal hygiene, and therefore less frequent washes, explains the slight volume decl...

Euromonitor International's Laundry Care in Taiwan 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 TAIWAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Laundry care maintains value growth in 2024, mostly due to price increases and products with improved features
Liquid tablet detergents continues to post the fastest growth due to convenience, and attention from younger consumers
Retail e-commerce continues to perform well, while Costco grows, but migration to other channels is possible

PROSPECTS AND OPPORTUNITIES

Deodorant feature expected to be a main focus over the forecast period
International brands will continue to hold more share than local players
Consumption polarisation likely to maintain its momentum in Taiwan

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HOME CARE IN TAIWAN

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