

Laundry Care in Thailand

Market Direction | 2025-02-06 | 22 pages | Euromonitor

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Report description:

Laundry care in Thailand saw low retail current value growth in 2024, although retail volume sales remained static. With inflation squeezing household budgets, consumers were more cautious in their spending, and this explains the lack of moment in volume terms despite value growth. Meanwhile, when purchasing, consumers prioritised value and affordability. This translated into a rise in demand for concentrated laundry detergents and fabric softeners, which offer cost savings and efficacy, but als...

Euromonitor International's Laundry Care in Thailand 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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2024 DEVELOPMENTS

Value-conscious consumers drive demand for affordable and effective products

Sustainable and eco-friendly formulations

Multinationals dominate, but the competitive landscape is evolving

PROSPECTS AND OPPORTUNITIES

Continued growth anticipated, with affordable, eco-friendly formulations favoured

Continued move to concentrated format, while refillable packaging may be explored

Evolving distribution landscape will see a move to omnichannel strategies

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