

# Laundry Care in the US

February 2024

**Table of Contents** 

## Laundry Care in the US - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Value grows and volume declines amid economic uncertainty and high stress levels

Decline of fabric softeners among younger consumers as scrutiny over the product grows on social media

The Procter & Gamble Co retains its dominance of laundry care

## PROSPECTS AND OPPORTUNITIES

Consumers' interest in sustainability will depend on affordability

Innovation in smart dispensing to aid liquid detergents over forecast period

E-commerce normalises as DTC companies partner with retailers

#### **CATEGORY INDICATORS**

Table 1 - Household Possession of Washing Machines 2018-2023

#### **CATEGORY DATA**

- Table 2 Sales of Laundry Care by Category: Value 2018-2023
- Table 3 Sales of Laundry Care by Category: % Value Growth 2018-2023
- Table 4 Sales of Laundry Aids by Category: Value 2018-2023
- Table 5 Sales of Laundry Aids by Category: % Value Growth 2018-2023
- Table 6 Sales of Laundry Detergents by Category: Value 2018-2023
- Table 7 Sales of Laundry Detergents by Category: % Value Growth 2018-2023
- Table 8 Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2018-2023
- Table 9 NBO Company Shares of Laundry Care: % Value 2019-2023
- Table 10 LBN Brand Shares of Laundry Care: % Value 2020-2023
- Table 11 NBO Company Shares of Laundry Aids: % Value 2019-2023
- Table 12 LBN Brand Shares of Laundry Aids: % Value 2020-2023
- Table 13 NBO Company Shares of Laundry Detergents: % Value 2019-2023
- Table 14 LBN Brand Shares of Laundry Detergents: % Value 2020-2023
- Table 15 Forecast Sales of Laundry Care by Category: Value 2023-2028
- Table 16 Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

# Home Care in the US - Industry Overview

# EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

## MARKET INDICATORS

Table 17 - Households 2018-2023

#### MARKET DATA

- Table 18 Sales of Home Care by Category: Value 2018-2023
- Table 19 Sales of Home Care by Category: % Value Growth 2018-2023
- Table 20 NBO Company Shares of Home Care: % Value 2019-2023
- Table 21 LBN Brand Shares of Home Care: % Value 2020-2023
- Table 22 Penetration of Private Label in Home Care by Category: % Value 2018-2023
- Table 23 Distribution of Home Care by Format: % Value 2018-2023
- Table 24 Distribution of Home Care by Format and Category: % Value 2023

Table 25 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 26 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

**DISCLAIMER** 

**SOURCES** 

Summary 1 - Research Sources

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
  trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
  country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/laundry-care-in-the-us/report.