

Laundry Care in India

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Laundry Care in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

As prices stabilise, growth for the category is primarily volume-driven

Laundry care sees the entry of more home-grown brands

Retail e-commerce continues to expand, due to offering convenience

PROSPECTS AND OPPORTUNITIES

Dynamic growth expected on account of macroeconomic factors and premiumisation

Liquid laundry care formats set to outperform in the forecast period

Demand for eco-friendly laundry care products on the rise

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