

Laundry Care in Taiwan

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Laundry Care in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price rises, multi-functional properties and deodorising products drive growth Convenience leads liquid tablet detergent to post the strongest retail growth Social media drives awareness with consumers regularly using online platforms

PROSPECTS AND OPPORTUNITIES

Antibacterial and antiviral features shape product innovations over the forecast period International brands retain the lead, offering trusted, well-established goods

Consumption polarisation will continue on the laundry care landscape

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