

# Laundry Care in the Netherlands

February 2024

**Table of Contents** 

# Laundry Care in the Netherlands - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Private label players focus on sustainability Private label benefits from low-cost options as brands see price hikes Brands develop new strategies as they seek to fight fall

## PROSPECTS AND OPPORTUNITIES

Laundry care set to expand within private label and throughout non-grocery distribution channels Players will keep on investing in convenience Sustainability will gain greater attention

#### 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 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 2013-2023

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

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#### SOURCES

Summary 1 - Research Sources

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