

Laundry Care in Poland

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Laundry Care in Poland - Category analysis

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2023 DEVELOPMENTS

Rising prices drives retail value growth, as consumers become price-conscious Multinationals lead, however, eco-conscious alternatives are gaining ground Discounters increase its position, offering affordable price points to consumers

PROSPECTS AND OPPORTUNITIES

Concentrated products and tablets set to remain the key growth drivers Innovations in laundry care focus on sustainable attributes and eco-credentials CSR campaigns and ongoing instore promotions build brand image and consumer loyalty

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