

Laundry Care in Pakistan

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Laundry Care in Pakistan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Laundry detergents sees continuous growth while consumers remain brand loyal Colgate-Palmolive leverages strong portfolio and strategic consumer targeting to consolidate leading position Fabric softeners develops but still requires company support

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Manufacturers are expected to focus on price reductions and discounts Introduction of smaller pack sizes to remain a focus for key players Strong potential for fabric softeners

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DISCLAIMER

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