Euromonitor International

Laundry Care in Belgium

April 2026

Table of Contents

Laundry Care in Belgium - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Laundry Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Big Brands Drive Sales through Promotional Strategies

Evolving Product Formats Drive Innovation and Efficiency

Chart 2 - Ecover Double Concentrated Formula

Multifunctionality Becomes Key to Laundry Care Product Development

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Multifunctionality Expected to Drive Value Growth

Chart 6 - Analyst Insight for Laundry Care

Concentration to Drive Laundry Detergents Growth Whilst Promotions Expected to Continue

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Maintain Grip through Innovation

New Entrants and Innovations Shake up Market Dynamics

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Drugstores Outperform Other Channels with Strong Promotions

E-Commerce Gains Traction with Promotional Strategies

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Laundry Care

Chart 13 - Real GDP Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Laundry Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Home Care in Belgium - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Strong Promotions Drive Growth in Home Care
Chart 20 - Brands Are Multiplying Volume Promotions Such as 1 +1 or 2+ 2
Mood-Boosting Ingredients Drive Fragrance Innovation
Chart 21 - Across Categories,People Are Looking for Good Scent.
Convenience Shape Home Care Trends
Chart 22 - Sprays, Wet Wipes and Allin1 Formulas Are Outperforming
Chart 23 - Value Sales 2020-2030
Chart 24 - Volume Sales 2020-2030
Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Promotions and Innovation Drive Value Growth
Chart 26 - Analyst Insight for Home Care
Innovation and Convenience to Shape Future Trends
Chart 27 - Forecast Value Sales 2020-2030
Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Grip through Innovation and Promotions
Innovative Launches and Emerging Players Reshape Market Dynamics
Chart 29 - Company Shares 2025
Chart 30 - Brand Shares 2025

CHANNELS

Supermarkets Remain Dominant Despite E-Commerce Growth
E-Commerce Drives Channel Growth
Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Home Care
Chart 33 - Real GDP Growth 2020-2030
Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Home Care
Chart 36 - Population 2020-2030
Chart 37 - Consumer Expenditure 2020-2030
Chart 38 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/laundry-care-in-belgium/report.