

# Laundry Care in Hong Kong, China

March 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Laundry care sees a volume decline as consumers relax post-pandemic  
Liquid tablet detergents and fabric fresheners see growth due to increased product availability and strong marketing campaigns  
International brands continue to dominate laundry care

PROSPECTS AND OPPORTUNITIES

Post-pandemic, functionalities associated with health will remain popular  
International brands forecast to further increase their foothold in laundry care  
Consumption polarisation will maintain its momentum in Hong Kong

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 - NBO Company Shares of Laundry Care: % Value 2019-2023
- Table 9 - LBN Brand Shares of Laundry Care: % Value 2020-2023
- Table 10 - NBO Company Shares of Laundry Aids: % Value 2019-2023
- Table 11 - LBN Brand Shares of Laundry Aids: % Value 2020-2023
- Table 12 - NBO Company Shares of Laundry Detergents: % Value 2019-2023
- Table 13 - LBN Brand Shares of Laundry Detergents: % Value 2020-2023
- Table 14 - Forecast Sales of Laundry Care by Category: Value 2023-2028
- Table 15 - Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

EXECUTIVE SUMMARY

Home care in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for home care?

MARKET INDICATORS

Table 16 - Households 2018-2023

MARKET DATA

- Table 17 - Sales of Home Care by Category: Value 2018-2023
- Table 18 - Sales of Home Care by Category: % Value Growth 2018-2023
- Table 19 - NBO Company Shares of Home Care: % Value 2019-2023
- Table 20 - LBN Brand Shares of Home Care: % Value 2020-2023
- Table 21 - Penetration of Private Label in Home Care by Category: % Value 2018-2023
- Table 22 - Distribution of Home Care by Format: % Value 2018-2023
- Table 23 - Distribution of Home Care by Format and Category: % Value 2023
- Table 24 - Forecast Sales of Home Care by Category: Value 2023-2028

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## SOURCES

Summary 1 - Research Sources

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