

Laundry Care in Canada

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Laundry Care in Canada - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cost-conscious behaviour rises as price points increase during 2023 Innovations focus on scents and freshness to appeal to consumers Sustainability continues to shape innovations despite price sensitivity

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Modest retail volume growth, driven by scent boosters and liquid tablet detergents Sustainability gains ground as consumers' disposable incomes improve On-demand laundry services are a rising challenge to retail sales

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