

# Laundry Care in the United Kingdom

February 2024

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## Laundry Care in the United Kingdom - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Another year of positive performance by laundry care, driven by continued growing mobility in the UK

Discounters and private label growing in popularity

Tablet formats and scent boost growth in the category

#### PROSPECTS AND OPPORTUNITIES

Further innovation in laundry sheets expected during the forecast period

Distribution trends continue to evolve, as consumers continue to purchase laundry care online

Sustainability driving innovation in liquid tablet detergents for shorter cold wash cycles

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