

Laundry Care in Western Europe

April 2021

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REGIONAL OVERVIEW

Western Europe slips back into third place in terms of sales in 2020

Modest growth expected for most of the forecast period

Turkey adds most new sales over 2015-2020

Pandemic drives dynamic growth for laundry sanitiser in 2020

Liquid tablet detergents add the most new value over 2015-2020

Continued move from powder to liquid detergents across the region

Modern grocery retailers dominate laundry care sales

Strong growth for e-commerce during the pandemic in 2020

LEADING COMPANIES AND BRANDS

Top five players account for two thirds of laundry care value sales

Leading players adding share during the pandemic in 2020

Three biggest markets generate the highest sales share for most players

No changes at the top among the region's leading brands

FORECAST PROJECTIONS

Liquid tablet detergents to add most new sales over 2015-2020...

...followed by concentrated liquid detergents

GDP growth and habit persistence will help drive forecast period sales

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