

# US Laundry Care E-commerce Promotional Mechanics Impact, April . May 2021

July 2021

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Promotional incidence significantly changes by day

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Online promotions predominantly price markdowns with little language

Fabric softener has the highest ratings among laundry care products

Promoted products significantly outperformed in consumer engagement

Promoted fabric softener products saw large increase in reviews

Early promoted P&G products show strong growth in number of reviews

Amazon and CVS saw promoted products receive strong engagement

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Final Conclusions: US Laundry Care, April - May 2021

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About Via from Euromonitor International

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