



Euromonitor
International

Dishwashing in Laos

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Dishwashing Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Dishwashing

INDUSTRY PERFORMANCE

Refill Pouches Drive Growth through Affordability

Innovation Remains Focused on Hand Dishwashing

Chart 2 - Sunlight Invests in Influencer Collaboration to Strengthen New Launch

New Product Launches Driven by Wellness and Mood-Boosting Trends

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Affordability and Local Production to Drive Growth

Chart 6 - Analyst Insight for Dishwashing

Skin Protection and Mood-Boosting Natural Ingredients Will Inspire Innovations

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Dominance through Trust and Innovation

New Entrants Capitalise on Local Preferences and Government Support

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Small Local Grocers Dominate Sales through Wide Accessibility and Cultural Familiarity

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Dishwashing

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Dishwashing

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Home Care in Laos - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Affordability Drives Innovation in Product Formats

Chart 20 - Small Liquid Detergent Segment Gains Presence in Laos.

Premiumisation Drives Growth through Quality and Fragrance

Chart 21 - New Hygiene Happy Sunshine Laundry Detergent Is Introduced

Multifunctionality Strengthens Consumer Loyalty through Value

Chart 22 - Vixol Oxy Performs Well with Multifunctional Bathroom Cleaner

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Affordable Product Formats and Multifunctionality to Drive Long-Term Growth

Chart 26 - Analyst Insight for Home Care

Modern Marketing to Pave the Way for Emerging Players

Local Brands to Shape Competitive Landscape

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Drive Market Share through Strong Flagship Brands

Emerging Companies Capitalise on Local Production

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Small Local Grocers Dominate Home Care Sales through Affordability

Modern Trade Expands with New Retail Concepts and Players

Social Commerce Drives E-Commerce Growth in Urban Areas

Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Home Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Home Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dishwashing-in-laos/report.