

Laundry Care in Pakistan

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Laundry Care in Pakistan - Category analysis

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2021 DEVELOPMENTS

Rise in consumer hygiene consciousness continues to benefit sales in 2021

Surf Excel continues to dominate laundry detergents in 2021

Colgate Palmolive remains in second place in laundry care in 2021

PROSPECTS AND OPPORTUNITIES

Sales of fabric softeners expected to grow substantially over the forecast period

Bar detergents set to record decelerating growth during the forecast period

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DISCLAIMER

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