

# Laundry Care in Portugal

February 2023

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## Laundry Care in Portugal - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Value growth supported by higher unit prices, while volume slumps due to lower promotional and discounting activity  
Scent boosters continue to gain penetration, with Lenor and Comfort leading the charge – despite entry from private label  
Four-in-one options and eco-trends drive developments

#### PROSPECTS AND OPPORTUNITIES

Consumers expected to trade down due to economic uncertainty, albeit volume will likely pick up slightly  
Liquid tablet detergents and scent boosters will continue to attract attention  
Polarised environment between mass best-sellers and premium innovations, as players compete for shelf space

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