

Laundry Care in India

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Abstracts

Hand wash detergents and bar detergents continued to dominate value sales of laundry care in India in 2019 with most consumers still unable to afford a washing machine. Nevertheless, this situation is gradually changing as incomes rise and this has resulted in strong growth not only in laundry detergents but also more niche areas such as fabric softeners and fine fabric detergents. This was further supported by changing fashion trends in the country with a wider range of fabrics being worn by mi...

Euromonitor International's Laundry Care in India market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2024 illustrate how the market is set to change.

Product coverage: Home Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Laundry Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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