

Laundry Care in Russia

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Abstracts

Against a backdrop of the Russian economy continuing to struggle and consumer purchasing power therefore slipping, laundry care sales continued to decline in current value and volume terms in 2019. While Russians were still buying laundry care products, they often looked to save money by not purchasing products seen as non-necessities, such as laundry aids and fabric softeners. In addition, thanks to rising consumer education, more attention is being paid to product usage and dosage recommendati...

Euromonitor International's Laundry Care in Russia 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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