

Laundry Care in Russia

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Abstracts

In general, as in 2020, laundry care was again seeing an improved performance in 2021 to what had gone before over much of the review period. With standard powder detergents still accounting for the bulk of laundry detergents sales in Russia, despite being in decline prior to the pandemic, it was the turnaround in this product area that helped drive the improvement in the overall laundry care performance in 2020 and 2021, particularly with consumers favouring cheaper, but still effective, produc...

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 2026 illustrate how the market is set to change.

Product coverage: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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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Laundry detergents continues to dominate laundry care sales

Procter & Gamble and Henkel the clear leaders in laundry care

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Little or no growth expected in volume terms, but better performance than in the review period

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Auxiliary products will have to compete with laundry detergents that are claimed to do their jobs

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