

# Laundry Care in the United Arab Emirates

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## Abstracts

Laundry care in the United Arab Emirates continued to experience substantial growth in 2023, primarily attributed to rising consumer awareness of the wide variety of products available. Key category players, such as Binzagr Lever Ltd (Unilever Arabia) Group, Procter & Gamble, and Henkel Arabia for Home & Personal Care Co Ltd, have amplified their advertising campaigns, fuelling a rising demand for various laundry care products, including concentrated powder detergents, liquid detergents, and fab...

Euromonitor International's Laundry Care in United Arab Emirates 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 2028 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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