

Home And Laundry Care Market Size, Share & Trends Analysis Report By Type (Laundry Care, Household Cleaners), By Distribution Channel (Online, Offline), By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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Home And Laundry Care Market Growth & Trends

The global home and laundry care market size is expected to reach USD 321.51 billion by 2030, registering a CAGR of 6.8% from 2022 to 2030, according to a new report by Grand View Research, Inc. The growing population in developing economies such as Brazil, India, and China is boosting the demand for laundry and home care products. This market has noteworthy potential growth in the coming years owing to increasing awareness regarding the benefits of laundry and home care products such as hygiene and cleanliness products among consumers.

Major market players are introducing innovative cleaners for laundry and homes in terms of quality, packaging, and fragrance. Similarly, they are launching eco-friendly cleaning products in the market. Also, they are introducing innovative cleaning infused with natural ingredients to advance the effectiveness of the product. For instance, in October 2021, Unilever South Africa launched a dishwashing liquid made with captured carbon as a part of Unilever's global Clean Future strategy. Furthermore, the rising adoption of natural-based cleaning products among consumers has positively impacted this market. Correspondingly, growing awareness concerning the harmful side effects of chemical-based laundry and home care products has encouraged consumers to opt for eco-friendly and sustainable products. All these factors are expected to drive the market during the forecast period.

The online sales channel is expected to play an important role in making a significant contribution to market growth. Leading home and laundry care product manufacturers across the globe are extending their business partnerships with online retailers to reach out to millennials and new customers. According to the statistics published by the United States Census Bureau, the pandemic has changed the way consumer shop and e-commerce sales increased by 43% in 2020. In the upcoming years, it is also projected that an increase in sales of home and laundry care goods, mostly through company-owned websites and other e-commerce platforms such as Amazon and Walmart will fuel the expansion of the online distribution channel sector.

Home And Laundry Care Market Report Highlights

Asia Pacific dominated the global market in 2021 owing to the rising middle-class population in emerging countries including China, Malaysia, and India. Additionally, there has been a sizable demand in this region for eco-friendly laundry and house cleaning products, which will boost the regional market growth throughout the projection period

The use of some chemicals was subject to strict laws, which forced producers to develop organic laundry care solutions. By using eco-friendly packaging and creating phosphate-free formulations, certain rules were put in place to promote sustainability and biodegradability. To achieve a competitive advantage in the laundry care sector, major manufacturers are now focusing on offering sustainable alternatives

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