



Euromonitor
International

Laundry Care in Poland

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Laundry Care in Poland - Category analysis

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2023 DEVELOPMENTS

Rising prices drives retail value growth, as consumers become price-conscious

Multinationals lead, however, eco-conscious alternatives are gaining ground

Discounters increase its position, offering affordable price points to consumers

PROSPECTS AND OPPORTUNITIES

Concentrated products and tablets set to remain the key growth drivers

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