



# Laundry Care in Italy

February 2024

Table of Contents

## Laundry Care in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers focus on saving money and energy in 2023

Henkel maintains lead in laundry care, while increased socialising boosts sales in fine fabric detergents and fresheners

Dryer sheets fall thanks to reduced use of automatic dryers, and sustainability trends persist in laundry care

#### PROSPECTS AND OPPORTUNITIES

Environmental factors to have increased impact on trends and development

Growth forecast for automatic laundry detergents as consumers prioritise spending

Water will be increasingly scarce, with green products expanding throughout laundry care

#### CATEGORY INDICATORS

Table 1 - Household Possession of Washing Machines 2018-2023

#### CATEGORY DATA

Table 2 - Sales of Laundry Care by Category: Value 2018-2023

Table 3 - Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 4 - Sales of Laundry Aids by Category: Value 2018-2023

Table 5 - Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 6 - Sales of Laundry Detergents by Category: Value 2018-2023

Table 7 - Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 8 - Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2018-2023

Table 9 - NBO Company Shares of Laundry Care: % Value 2019-2023

Table 10 - LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 11 - NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 12 - LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 13 - NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 14 - LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 15 - Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 16 - Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

## Home Care in Italy - Industry Overview

### EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

### MARKET INDICATORS

Table 17 - Households 2018-2023

#### MARKET DATA

Table 18 - Sales of Home Care by Category: Value 2018-2023

Table 19 - Sales of Home Care by Category: % Value Growth 2018-2023

Table 20 - NBO Company Shares of Home Care: % Value 2019-2023

Table 21 - LBN Brand Shares of Home Care: % Value 2020-2023

Table 22 - Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 23 - Distribution of Home Care by Format: % Value 2018-2023

Table 24 - Distribution of Home Care by Format and Category: % Value 2023

Table 25 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 26 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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