



Euromonitor  
International

# Laundry Care in India

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## Laundry Care in India - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

As prices stabilise, growth for the category is primarily volume-driven

Laundry care sees the entry of more home-grown brands

Retail e-commerce continues to expand, due to offering convenience

#### PROSPECTS AND OPPORTUNITIES

Dynamic growth expected on account of macroeconomic factors and premiumisation

Liquid laundry care formats set to outperform in the forecast period

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/laundry-care-in-india/report](http://www.euromonitor.com/laundry-care-in-india/report).