



Laundry Care in Taiwan

February 2024

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Laundry Care in Taiwan - Category analysis

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2023 DEVELOPMENTS

Price rises, multi-functional properties and deodorising products drive growth
Convenience leads liquid tablet detergent to post the strongest retail growth
Social media drives awareness with consumers regularly using online platforms

PROSPECTS AND OPPORTUNITIES

Antibacterial and antiviral features shape product innovations over the forecast period
International brands retain the lead, offering trusted, well-established goods
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