



# Laundry Care in the Netherlands

February 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Private label players focus on sustainability

Private label benefits from low-cost options as brands see price hikes

Brands develop new strategies as they seek to fight fall

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Laundry care set to expand within private label and throughout non-grocery distribution channels

Players will keep on investing in convenience

Sustainability will gain greater attention

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