



Laundry Care in Indonesia

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth is modest, but on the rise due to the essential nature of the category

Product innovations from the leading brands capture consumers' attention

Unilever and Sayap Mas Utama hold their leading places thanks to their myriad strengths and consumer-demanded products

PROSPECTS AND OPPORTUNITIES

Shift away from hand wash detergents noted, due to the maturity of the category alongside the rise of washing machines

Convenience stores, "warungs", and e-commerce all set to see ongoing growth

Consumers move away from disinfectants and towards multifunctional products

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