



Euromonitor  
International

# Laundry Care in South Korea

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## Laundry Care in South Korea - Category analysis

### KEY DATA FINDINGS

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Laundry care value growth due to inflation and premiumisation  
Dryer sheets benefit from growing household penetration of dryers  
Fragrance-led decisions are uppermost in consumers' minds

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