



Laundry Care in Egypt

February 2024

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Laundry Care in Egypt - Category analysis

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2023 DEVELOPMENTS

Automatic detergents maintains demand, albeit with slower growth due to increasing prices

Sales volumes of powder detergents continue growing due to affordability

Sharp decline for fabric softeners due to impact of inflation on prices

PROSPECTS AND OPPORTUNITIES

Laundry care to continue growing over the forecast period

Concentrated format set to grow slowly due to lack of awareness and legislation

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DISCLAIMER

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