

Laundry Care in the US

March 2025

Table of Contents

Laundry Care in the US - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

The evolving landscape of laundry care: Dominance, disruption, and demand The self-care evolution: Fragrance brands expand into laundry care The growth of plastic-free laundry solutions

PROSPECTS AND OPPORTUNITIES

44% of US households own dogs: What this means for laundry care trends Tide adapts to economic uncertainty with affordable liquid laundry detergent How Dealworthy and Everspring showcase the dual power of private label

CATEGORY INDICATORS

Table 1 - Household Possession of Washing Machines 2019-2024

CATEGORY DATA

Table 2 - Sales of Laundry Care by Category: Value 2019-2024 Table 3 - Sales of Laundry Care by Category: % Value Growth 2019-2024 Table 4 - Sales of Laundry Aids by Category: Value 2019-2024 Table 5 - Sales of Laundry Aids by Category: % Value Growth 2019-2024 Table 6 - Sales of Laundry Detergents by Category: Value 2019-2024 Table 7 - Sales of Laundry Detergents by Category: % Value Growth 2019-2024 Table 8 - Sales of In-Wash Spot and Stain Removers by Type: % Value Breakdown 2019-2024 Table 9 - NBO Company Shares of Laundry Care: % Value 2020-2024 Table 10 - LBN Brand Shares of Laundry Care: % Value 2021-2024 Table 11 - NBO Company Shares of Laundry Aids: % Value 2020-2024 Table 12 - LBN Brand Shares of Laundry Aids: % Value 2021-2024 Table 13 - NBO Company Shares of Laundry Detergents: % Value 2020-2024 Table 14 - LBN Brand Shares of Laundry Detergents: % Value 2021-2024 Table 15 - Forecast Sales of Laundry Care by Category: Value 2021-2024 Table 16 - Forecast Sales of Laundry Care by Category: % Value 2021-2024

Home Care in the US - Industry Overview

EXECUTIVE SUMMARY

Home care in 2024: The big picture 2024 key trends Competitive landscape Retailing developments What next for home care?

MARKET INDICATORS

Table 17 - Households 2019-2024

MARKET DATA

Table 18 - Sales of Home Care by Category: Value 2019-2024
Table 19 - Sales of Home Care by Category: % Value Growth 2019-2024
Table 20 - NBO Company Shares of Home Care: % Value 2020-2024
Table 21 - LBN Brand Shares of Home Care: % Value 2021-2024
Table 22 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
Table 23 - Distribution of Home Care by Format: % Value 2019-2024

Table 24 - Distribution of Home Care by Format and Category: % Value 2024

Table 25 - Forecast Sales of Home Care by Category: Value 2024-2029Table 26 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/laundry-care-in-the-us/report.