



Laundry Care in Taiwan

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Laundry care maintains value growth in 2024, mostly due to price increases and products with improved features
Liquid tablet detergents continues to post the fastest growth due to convenience, and attention from younger consumers
Retail e-commerce continues to perform well, while Costco grows, but migration to other channels is possible

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Deodorant feature expected to be a main focus over the forecast period
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Consumption polarisation likely to maintain its momentum in Taiwan

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