



Euromonitor  
International

# Laundry Care in Spain

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Liquid detergents remains strong in laundry care in 2024
- Private label leads competitive landscape
- Eco and organic products see demand declining further in 2024 with sustainability innovation focused mainly on packaging

PROSPECTS AND OPPORTUNITIES

- Scent boosters will continue to undermine demand for fabric softeners
- Slow growth anticipated for e-commerce distribution channel
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/laundry-care-in-spain/report](https://www.euromonitor.com/laundry-care-in-spain/report).