

Laundry Care in the Netherlands

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Laundry Care in the Netherlands - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Private label stands out in laundry care

Laundry sheets drive growth in powder detergents

Retailers trial laundry refill stations in-store

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Consumers prefer low prices, but efficacy and sustainability are also key requirements

Cold wash and other energy saving features likely to proliferate

Manufacturers and retailers will trial innovations to boost value

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