

Laundry Care in Belgium

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Table of Contents

Laundry Care in Belgium - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail value growth benefits from ongoing premiumisation as international brands gain ground Challenges for eco-brands amid inflation and market shifts in laundry care Multi-task liquid tablets challenge the sales of laundry aids in 2024

PROSPECTS AND OPPORTUNITIES

Sustainability, eco-friendly packaging, and multifunctionality are expected to drive long-term retail value growth Laundry sheets has strong potential for growth across the forecast period Retail e-commerce and non-traditional retail channels to capture a growing share of the market

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 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 2024-2029

Table 16 - Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

Home Care in Belgium - 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

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SOURCES

Summary 1 - Research Sources

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