

# Laundry Care in Japan

February 2025

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## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

The volume decline of laundry care and Japan's struggle with economic inequality

Kao and P&G lead laundry care amidst evolving consumer demands

Innovations meet the needs of modern consumers

## PROSPECTS AND OPPORTUNITIES

Polarisation likely to continue in laundry care

Companies' focus will shift to profitability, customer loyalty, and sustainability

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