



Laundry Care in Switzerland

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Liquid tablet detergents record positive growth while standard powder detergents decline

Private label products lead as consumers look for affordable efficacy in 2024

Laundry sheets grow as consumers appreciate sustainable products

PROSPECTS AND OPPORTUNITIES

As price points stabilise, retail value and volume is set to decline

Cold-water washing is expected to increase in popularity, with brands aligning marketing to the practice

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