



# Laundry Care in Hong Kong, China

February 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Laundry care remains under pressure from mobility, maturity and pricing pressures  
Liquid tablet detergents continues strong performance in local market  
International brands remain popular as expatriates slowly return

PROSPECTS AND OPPORTUNITIES

Further focus on functionality associated with health concerns  
Consumption polarisation will maintain its momentum in Hong Kong  
International brands set to strengthen their foothold in local 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 Care: % Value 2021-2024
- Table 11 - NBO Company 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

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 2024-2029

Table 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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