



Euromonitor  
International

# Laundry Care in Indonesia

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sales rise in both volume and current value terms in 2024
- Sayap Mas Utama leads with So Klin brand
- Hand wash detergents remains most popular segment in laundry care in Indonesia

PROSPECTS AND OPPORTUNITIES

- Forecast period will see robust rises for overall category
- Consumers to show greater interest in gentle plant-based alternatives
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/laundry-care-in-indonesia/report](https://www.euromonitor.com/laundry-care-in-indonesia/report).