



Euromonitor  
International

# Laundry Care in Thailand

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Value-conscious consumers drive demand for affordable and effective products  
Sustainable and eco-friendly formulations  
Multinationals dominate, but the competitive landscape is evolving

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Continued growth anticipated, with affordable, eco-friendly formulations favoured  
Continued move to concentrated format, while refillable packaging may be explored  
Evolving distribution landscape will see a move to omnichannel strategies

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Home Care in Thailand - Industry Overview

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/laundry-care-in-thailand/report](http://www.euromonitor.com/laundry-care-in-thailand/report).