



Euromonitor
International

Laundry Care in Canada

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Laundry care struggles as cost of living weighs on consumers
Perceived as eco-friendly, laundry sheets are gaining traction with consumers
Brands offering liquid detergents in refillable packaging, and aromatic ingredients

PROSPECTS AND OPPORTUNITIES

Steady single-digit growth expected over forecast period with tailwinds from immigration
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E-commerce set to grow, benefitting from retailer investment

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