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International

# Laundry Care in Australia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Price sensitivity and downtrading seen throughout laundry care in 2024
- Preference for multi-purpose products increases
- Innovation focuses on energy-saving and efficiency

PROSPECTS AND OPPORTUNITIES

- Sustainability will remain a key driver of development throughout the forecast period
- Laundry care to see increased cost-driven simplification
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