



Laundry Care in the United Kingdom

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Laundry care records top level volume and value growth in 2024
- New launches focus on scents
- Retail offline sales remain higher than those via retail e-commerce

PROSPECTS AND OPPORTUNITIES

- Laundry care will continue to grow in volume and value terms across the forecast period
- Consumers' laundry habits will continue to evolve across the forecast period
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DISCLAIMER

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