

# Laundry Care in Austria

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# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Robust current value growth in 2024 as a result of higher prices and new product development Consolidated landscape favours international brands with trusted profiles Supermarkets remains the leading distribution channel sales of laundry care

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Performance and sustainability features will drive current value growth in the coming years Increased activity and demand for specialist products set to boost volume sales Brighter economic outlook favours well-known international brands

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