



Euromonitor
International

Laundry Care in Saudi Arabia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Laundry care sees sales supported by claims of superior efficacy in 2024
Consumers show rising interest in exclusive and long-lasting scents, while players invest more in concentrated liquid detergents
Fabric fresheners and private label expand

PROSPECTS AND OPPORTUNITIES

Forecast period will see more collaborations and sustainability initiatives within laundry care
Innovation driven by lifestyle trends as concentrated liquid detergents expands further
Consumers to show greater interest in local brands, while e-commerce goes from strength to strength

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/laundry-care-in-saudi-arabia/report.