



Top Five Trends in Home Care

May 2025

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TOP FIVE TRENDS IN HOME CARE

Our expert's view of home care in 2025

Key findings

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Much of future industry growth will be driven by developing markets

Top five trends in home care

INTRODUCTION AND OVERVIEW

Top five trends uncovered

FROM SCRUB TO SMART: THE TECH EVOLUTION OF CLEANING

Personalisation and automation in home care are proliferating as AI and tech advance

SmartWash : Henkel launches a retrofit device for smart laundry

Roborock's newest innovation ushers in the future of robotic floor cleaning

Home automation and AI will be driven by future demand for convenience and efficiency

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A push for immediacy and energy saving is dictating laundry innovation

Persil Wonder Wash: A consumer-led innovation in the quick wash space

P&G launches Cold Certified programme recruiting leading appliance brands

Laundry's future is cold and quick, brands adapt or risk falling behind

THE MINDFUL CLEAN: WELLNESS-DRIVEN CLEANING SOLUTIONS RISE

Reduced chemistry and mood boosting evolve in home care to meet wellness demand

Unilever launches a probiotic-based home cleaning solution with Cif Infinite + Clean

Sleepy's scented pillow inserts claim to boost happy hormones and aid sleep

The growing demand for wellness solutions is guiding innovation strategy in home care

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Direct-to-consumer and private label are reshaping the industry

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Samsung tackles microplastics with an external microfibre filter device for laundry

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