



Euromonitor
International

The Resurgence of Quick Wash: Innovating for a Time-Poor World

July 2025

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

The laundry care conundrum: Seeking performance without the wait

Quick wash should target millennials accounting for 21% of total population in 2025

Office return drives demand for improved home efficiencies

Juggling work and home: The time squeeze on domestic tasks is intensifying (again)

Despite falling birth rates we predict over 1 billion households with children by 2030

WHY IS QUICK WASH FAILING CONSUMERS TODAY?

Quick wash dominates as time-strapped consumers often sacrifice clean for speed

Consumers share their quick wash frustrations in online forums

Residue and poor odour removal are commonly experienced quick wash issues

Limitations of short cycles are insufficiently understood by consumers

Samsung Q-Drive technology reinvented the laundry wheel back in 2017

Persil Wonder Wash: A consumer-led innovation addressing consumer pain points

Better solutions are emerging but the key to success lies in cross-industry synergy

THE LIMITATIONS OF TRYING TO SOLVE THIS IN A SILO

The laundry care system relies on a fragile balance between its interdependent factors

Changes in laundry habits might disturb this balance, leading to undesired outcomes

The need for cross-industry solutions: This is one repeating theme

Collaboration helps to preserve the balance between the different laundry care vectors

P&G has been particularly active in forming partnerships with appliance brands

P&G launches Cold Certified programme recruiting leading appliance brands

SMART TECH WILL DELIVER MORE CREDIBLE QUICK WASH RESULTS

Smart washing machines with auto-dosing capability support better quick wash results

A smarter version of auto-dosing is emerging, offering luxury fabric care in the home

More advanced AI paves the way for a more nuanced disaggregated ingredient release

Mixing-in-the-moment optimises ingredient release and prevents unwanted outcomes

AI-controlled sense and react enables better outcomes and minimises human error

The best-case scenario for quick wash is a combination of technology and partnership

Smart technology is opening opportunities for system-wide value generation

Haier's Internet of Clothing (IoC): A one-stop solution to rule them all

SmartWash: Henkel launches a retrofit device for smart laundry

Ecosystem thinking and a collaborative mindset are spreading across industries

Haier WashPass launches smart laundry subscription with superior performance

CONCLUSION

Implications for all relevant quick wash stakeholders

Quick wash benefits sales of laundry additives that deliver on hygiene and scent

Vanish Gold Pro: An in-wash stain remover formulated for quick and cold cycles

Bosch FreshUp: A handheld device using plasma technology to refresh garments

Polygiene StayFresh: Anti-odour technology in fabrics reduces need for washing

Recommendations/Opportunities for growth

Evolution of quick wash

Questions we are asking

Customisable solutions to help you explore what's next, where to play and how to win

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/the-resurgence-of-quick-wash-innovating-for-a-time-poor-world/report.