

Laundry Detergents and Fabric Softeners - US - August 2013

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“While consumers increasingly demand simplicity and convenience in laundry products, most are unwilling to compromise on effectiveness or give up the opportunity to add a personal touch to the laundry. Products such as combination detergents and in-wash scent boosters play to the need for both simplicity and results.”

— John Owen, Senior Household Analyst

This report looks at the following areas:

- What is the potential for unit dose detergents?
- How do in-wash scent boosters point to a more personalized laundry approach?
- How are brands winning the war on stains?

The laundry detergent and fabric softeners market remains stuck in low gear, declining between 2008 and 2013. The category's sagging sales reflect the fact that many American households continue to struggle financially long after the official end of the 2007-09 recession. In spite of continued weakness in the overall market, the success of such new products as unit dose laundry detergents and in-wash scent boosters show that consumers are as interested as ever in products that improve results or the process of doing the laundry or that amplify sensory experiences associated with the task.

This report builds on the analysis presented in Mintel's Home Laundry Products—U.S., September 2012, as well as the June 2011, June 2009, June 2008, June 2006, June 2004, and February 2002 reports of the same title.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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