

Fabric Care - US - October 2013

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“Declining household penetration is a key issue for fabric care marketers and retailers to address. As multi-benefit laundry detergents grow more popular, fabric care brands must get more creative in proving their value. More specialized products could help to set the category apart.”

– John Owen, Senior Household Analyst

This report looks at the following areas:

- Laundry detergent: competitive or complementary?
- Fabric care on the go
- Fabric care education

Fabric care category sales have slipped steadily in recent years as consumers continue to look for ways to save both money and time when doing laundry. Sales declined 7% between 2008 and 2013 to an estimated \$835 million, a decline of 15% on an inflation-adjusted basis. In order to reverse the downward trend, brands and retailers will need to explore new ways to make the category more compelling in the context of laundry detergents touting extra stain-fighting power and other added benefits. Fabric care products that put people in control of how they care for their clothing stand to gain.

This report builds on the analysis of the fabric care segment presented in Mintel's *Home Laundry Products—US, September 2012*, as well as the June 2011 report of the same title.

The following laundry products are included in this report:

- laundry prewash/additive (including prewash and in-wash stain fighters, brighteners, whiteners, detergent boosters, etc)
- laundry starch
- static control/fabric protectors
- color-safe bleach

The market size in this report excludes

fabric refreshers (like Febreze), rug/upholstery care products, and chlorine bleach. Laundry detergent and fabric softener are also excluded.

Value figures throughout this report are at rsp (retail selling prices) excluding sales tax unless otherwise stated.

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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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Fabric care education
Issues
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Brand leader characteristics

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