

## Home Laundry Products - US - August 2016

Report Price: £3085.18 | \$3995.00 | €3666.43

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"Home laundry product sales have rebounded as innovation in the category resulted in new product offerings and increased consumer spending on higher-margin products. Key drivers will focus on further innovation in the category surrounding compactness and scent, as well as a more personalized shopping experience for consumers."

**-Stephen Brown, Research Analyst**

This report looks at the following areas:

- **Gain in sales, despite decline of key demographic groups**
- **Concerns about safety of scent**
- **Powder detergent is continuing to dissolve away**

For the purposes of this Report, Mintel has used the following definitions:

- Clothes-washing detergents (also includes fine washable detergents)
- Liquid fabric softeners
- Fabric softener sheets (also includes dryer bars)
- Fabric care products (solid-form in-wash scent boosters, laundry starch, static control/fabric protectors)
- Bleach (SHC (sodium hypochlorite) and color-safe).

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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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