

Home Laundry Products - US - August 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The home laundry products market is estimated to grow. While detergent dominates the market, the wide array of features and innovations offered in the laundry care segment largely contributed to category growth. Offering products that effectively, yet safely, clean all fabric types could be an opportunity for brands to post stronger gains."
- **Olivia Guinaugh, Home & Personal Care Analyst**

This report looks at the following areas:

- Declining ownership of washing and drying machines can challenge market
- Older adults take routine-driven approach to shopping
- Laundry behaviors limit the need for starch and sizing products
- Parents are prime target for laundry products
- Scented features continue to be key, especially for younger adults
- Positive perceptions toward specialized products could boost sales

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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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