

Laundry and Fabric Care – China – July 2019

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This report looks at the following areas:

- The future of laundry capsules in China
- Focus on underwear/pants washing demand
- Treat clothes as people's skin

The laundry and fabric care market maintained stable growth in 2019 and Mintel forecasts the market to grow at a value CAGR (Compound Annual Growth Rate) of 4.2% over 2019–24. Potential in capsules/pods and other specific product innovations such as intimate washing products are contributing to the market growth.

Traditional laundry and fabric care products still have higher usage. After several years' development in China, capsules have gained penetration of around one third. Most consumers are motivated by the better performance of capsules to use capsules/pods, while the lack of sufficient cultivation has discouraged further adoption. With more detailed product segmentation, specialised laundry products for underwear/pants also show wide acceptance.



“After years of development in China, capsules are still niche with further education needed, but more and more manufacturers are making efforts in capsules to stimulate the saturated market. Better performance and multiple functions should be prioritised for capsules for certain, while attractive packaging resonates with women well.”
Vicky Zhou, Research Analyst

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