



## Household - Canada

**March 2021**

### Home Laundry - Canada

“Laundry remains an ever-present chore in the lives of Canadians who are looking for effective products that simplify their well-established routines. COVID-19 has heightened hygiene awareness, motivating some Canadian families to increase their laundry frequency. This has caused a short-term bump in sales but the market is expected to return ...