

Home Laundry Products - US - August 2015

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Sales of home laundry products continued a slow decline in 2015 as consumers took advantage of discounts and promotions and other ways to save money. Still, ample opportunities exist in the \$12.4 billion category for marketers and retailers that offer consumers ways to simplify the laundry process and improve results.

This report looks at the following areas:

- Declining detergent sales weigh on home laundry category
- While liquid remains dominant, single-dose detergent overtakes powder
- Regular use of in-wash scent boosters increasing but still low
- Most fabric care products used only on an occasional basis

The home laundry products category experienced declining sales nearly every year between 2010 and 2015, dropping 3% over the five-year period in current dollars and 12% on an inflation-adjusted basis to \$12.4 billion. Laundry detergent accounts for nearly two thirds of total home laundry product sales, but steady declines for detergent, driven by ongoing price competition at retail as well as the growth of single-dose detergents and the increasing prevalence of HE (high-efficiency) washers, have more than offset small gains in all other home laundry segments combined.

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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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