

## Home Laundry Products: Incl Impact of COVID-19 - US - October 2020

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“With consumers prioritizing cleanliness and disinfecting more than ever, COVID-19 has spurred short-term sales in the historically slow-moving home laundry category. Sustaining growth in the longer term remains challenging however, and brands will need to understand how consumers’ needs are changing during this critical time to develop new solutions to help maintain momentum.”  
– **Rebecca Cullen, Senior Household Care Analyst**

This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the home laundry sector
- Overall sector sales trends, including forecasts through 2025
- Sales by category and by brand
- Consumer laundry routines and product preferences

Laundry products are a staple in US homes, and during the era of COVID-19, hygiene and cleanliness are more critical than ever. While panic-driven buying has led to temporary sales increases, and a focus on hygiene may potentially lead some consumers to do laundry more often, it seems likely that the sector will return to its established pattern of slow growth going forward. However, individual brands could potentially target these hygiene trends and grab additional market share by adapting to emerging consumer needs.

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