

# Home Laundry - Canada - February 2021

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## This report looks at the following areas:

- The impact of COVID-19 on consumer laundry behaviour
- How an economic slowdown will impact laundry routines and consumer spending
- Market factors impacting the home laundry market in Canada
- Consumer behaviours and attitudes relating to laundry habits

COVID-19 has pushed some Canadians to adjust their laundry routines – increased frequency of washing clothes as a result of being home more often, or the practise of laundering clothing immediately upon returning home are just two of the ways that the pandemic has caused Canadians to rethink their laundry habits. Doing laundry is a constant in the chore schedule, which is why consumers are looking for ways to simplify their routines with convenient and pleasant to use products. The overall shift towards greener habits will continue to help the laundry market innovate towards more sustainable packaging and cleaner formulations.



“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 to its slow and steady growth pace once the pandemic wanes.” –

**Leghan Ross, Senior Home & Beauty Analyst**  
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