

Home Laundry Products - US - 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the home laundry market.
- How routine and deal-seeking still plague the category
- How laundry brands should look to BPC for retail and NPD inspiration
- How sustainability will shape the future of home laundry care



"Home laundry products enjoy nearly universal penetration. Ingredient concerns can impact product usage and drive some to abandon certain products and segments altogether. Category players need to innovate in terms of sustainability and safety and provide value through experiential benefits."
 –Rebecca Watters, Senior Household Care Analyst

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Table of Contents

OVERVIEW

- What you need to know
- This Report looks at the following areas
- Definition
- Market context
- Economic and other assumptions
- COVID-19: US context

EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**
Figure 1: Total US sales and fan chart forecast of home laundry products, at current prices, 2016-26
- **Impact of COVID-19 on home laundry products**
Figure 2: Short-, medium- and long-term impact of COVID-19 on household care and home laundry, August 2021
- **Opportunities and challenges**
- **Mature laundry market hindered by routine, deal-seeking shoppers**
Figure 3: Laundry detergent product purchases, 2019-21
- **Sustainability will shape the future of laundry care**
- **Leverage recognizable and clinically backed ingredients to improve trust**
- **Beautify laundry care to increase engagement among younger adults**
Figure 4: Interest in select new laundry products, by age, 2021
- **Bring emotional benefits and holistic wellness into laundry care**

THE MARKET – KEY TAKEAWAYS

- Home laundry products maintain growth
- Detergent sustains growth; laundry care will fuel category
- Slow fashion, appliance innovation will drive NPD

MARKET SIZE AND FORECAST

- **A quick rise for home laundry products in 2020 levels out in 2021**
Figure 5: Total US sales and fan chart forecast of home laundry products, at current prices, 2016-26
Figure 6: Total US retail sales and forecast of home laundry products, at current prices, 2016-26

What's included

Executive Summary

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SEGMENT PERFORMANCE

- **Laundry detergent maintains lead; laundry care source of growth**

Figure 7: Share of home laundry products market, by segment, 2021

Figure 8: Total US retail sales and forecast of home laundry products, by segment, at current prices, 2016–26

MARKET FACTORS

- **Slow fashion movement: embrace it, don't fear it**
- **eCommerce opportunities**
- **Appliance innovation will form NPD**
- **Declining DPI warrants focus on value**

Figure 9: Total US retail sales of home laundry products, by channel, at current prices, 2019 and 2021

Figure 10: Disposable personal income change from previous period, 2010–21

COMPANIES AND BRANDS – KEY TAKEAWAYS

- **P&G maintains lead, only leading player to post growth**
- **Bleach sales slide while sanitizers surge**
- **Recognizable and science-backed ingredients denote safety**
- **Waste reduction takes center stage**
- **Emerging laundry beauty segment**

MARKET SHARE

- **P&G dominates market share, sole player to see growth**
- **Sales of home laundry products by company**

Figure 11: Multi-outlet sales of home laundry products, by leading companies, rolling 52 weeks 2020 and 2021

COMPETITIVE STRATEGIES

- **Focus on hygiene lifts laundry care segment**

Figure 12: Laundry sanitizers

Figure 13: Multi-outlet sales of laundry care products, by select leading companies and brands, rolling 52 weeks 2020 and 2021

- **Bleach sees decline, but milder forms could keep it in rotation**

Figure 14: Alternative bleach format and product launches

- **Simple science: brands focus on simple and science-backed ingredients to convey safety**

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Figure 15: Dirty labs Instagram

- Brands and retailers embrace DTC model

MARKET OPPORTUNITIES

- Sustainability will shape the future of laundry care
 - Be water conscious
- Figure 16: Fabric care launches in US, by format type, 2018-20
- Figure 17: Tide Turn to Cold Instagram post
- Bring refills to the mainstream
 - Learn from clean movement to elevate trust
 - Brand expansions will bring premiumization into fabric care
 - From beauty and personal care...

Figure 18: Love Home and Planet laundry detergent, 2020

- ...to laundry appliances

THE CONSUMER – KEY TAKEAWAYS

- Pre-pandemic behaviors and routines return
- Sustainability, convenience drive shifts in product usage
- Functionality is cost of entry for detergents; safety claims climb in rank
- Evolve the scent experience to elevate laundry routines
- Established shopping routines hard to break, especially among older adults
- Consumers welcome laundry care innovations

LAUNDRY RESPONSIBILITY

- A return to shared laundry responsibilities
- Figure 19: Laundry responsibility, 2019-21
- Women, particularly moms, still carry the load
- Figure 20: Laundry responsibility, by parental status by gender, 2021
- Multicultural households delineate tasks to one member
- Figure 21: Laundry responsibility, by race and Hispanic origin, 2021

LAUNDRY BEHAVIORS

- A new emphasis on “caring” for clothes influences pre-wash steps
- Figure 22: Laundry behaviors, 2021
- Focus on eco- and cost-benefits to driven routines among young adults
- Figure 23: Select laundry behaviors, by gender and age, 2021
- Parents approach fabrics differently
- Figure 24: Select laundry behaviors, by parental status, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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LAUNDRY PRODUCT PURCHASES

- Liquid still preferred detergent format, but alternatives gaining traction**
Figure 25: Laundry detergent product purchases, 2019-21
Figure 26: Nellie's, 2021
- Safety and sustainability driving fabric care purchase shifts**
Figure 27: Fabric care purchases, 2019-21
- Women using wider range of products**
Figure 28: Repertoire of laundry product usage, by gender and age, 2021

LAUNDRY DETERGENT IMPORTANT ATTRIBUTES

- Functionally driven shoppers prioritize stain removing power**
Figure 29: TURF Analysis – Laundry detergent important attributes, 2021
- Elevated focus on safety and sustainability shifts detergent priorities**
Figure 30: Laundry detergent important attributes, 2020-21
- Natural formulations will appeal to younger adults**
Figure 31: Select laundry detergent important attributes, by generation, 2021
- Moms look for scent and safety, dads focus on brand and convenience**
Figure 32: Select laundry detergent important attributes, by parental status (presence of children under 18), by gender, 2021

FABRIC CARE IMPORTANT ATTRIBUTES

- Focus on the scent experience, self-care to elevate scent boosters, fabric softeners**
Figure 33: The Laundress x Aromatherapy Association, 2020
Figure 34: Fabric care important attributes, 2021
- Focus on home hygiene drives demand for sanitizing claims**
Figure 35: TURF Analysis – Fabric care important attributes – Detergent boosters/sanitizers, 2021
- TURF Methodology**
- Women scent-driven, while men seek function and brand**
Figure 36: Fabric care important attributes, by gender, 2021

LAUNDRY PRODUCT SHOPPING ATTITUDES AND BEHAVIORS

- Strong brand loyalty when it comes to laundry products**
Figure 37: Everspring and tide detergent
Figure 38: Laundry product shopping attitudes and behaviors, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- eCommerce can facilitate bundling**
 Figure 39: Select shopping attitudes and behaviors – Shopping online due to COVID-19, by repertoire of product usage, 2021
- Brand loyalty comes with age, young men tend to shop around**
 Figure 40: Select laundry product shopping attitudes and behaviors, by age, 2021
 Figure 41: Hello Bello, 2021

INTEREST IN AND TRIAL OF NEW LAUNDRY PRODUCTS

- Laundry care innovations garner strong interest from consumers**
- Consumers seek multifunctional ingredients that align with lifestyle needs**
- Bring convenience into home laundry routines**
- Win through personalization**
 Figure 42: Interest and trial in new laundry products, 2021
- Men are key target for subscription and DTC players**
 Figure 43: Interest and trial of new laundry products, by gender, 2021
- Refillables and concentrates reach wide audience**
 Figure 44: Interest and trial of new laundry products, by age, 2021

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources**
- Sales data**
- Forecast**
- Consumer survey data**
- TURF Methodology**
- Abbreviations and terms**
- Abbreviations**
- Terms**

APPENDIX – THE MARKET

Figure 45: Total US retail sales and forecast of home laundry products, at inflation-adjusted prices, 2016-26
 Figure 46: Total US retail sales and forecast of home laundry products, by segment, at current prices, 2016-26
 Figure 47: Average household spending on home laundry products, 2016-21
 Figure 48: Total US retail sales of home laundry products, by segment, at current prices, 2019 and 2021

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Figure 49: Total US retail sales and forecast of laundry detergent, at current prices, 2016-26
- Figure 50: Total US retail sales and forecast of fabric softener liquid, at current prices, 2016-26
- Figure 51: Total US retail sales and forecast of fabric softener sheets, at current prices, 2016-26
- Figure 52: Total US retail sales and forecast of laundry care, at current prices, 2016-26
- Figure 53: Total US retail sales and forecast of bleach, at current prices, 2016-26
- Figure 54: Total US retail sales of home laundry products, by channel, at current prices, 2016-21
- Figure 55: Total US retail sales of home laundry products, by channel, at current prices, 2019-21

APPENDIX – COMPANIES AND BRANDS

- Figure 56: Multi-outlet sales of laundry detergent, by leading companies and brands, rolling 52 weeks 2020 and 2021
- Figure 57: Multi-outlet sales of fabric softener liquid, by leading companies and brands, rolling 52 weeks 2020 and 2021
- Figure 58: Multi-outlet sales of fabric softener sheets, by leading companies and brands, rolling 52 weeks 2020 and 2021
- Figure 59: Multi-outlet sales of laundry care products, by leading companies and brands, rolling 52 weeks 2020 and 2021
- Figure 60: Multi-outlet sales of bleach, by leading companies and brands, rolling 52 weeks 2020 and 2021

APPENDIX – THE CONSUMER

- Figure 61: Laundry behaviors, by repertoire of product usage, 2021
- Figure 62: TURF Analysis – Fabric care important attributes – Scent boosters, 2021
- Figure 63: Table – TURF Analysis – Fabric softener and scent booster important attributes – Scent boosters, 2021
- Figure 64: TURF Analysis – Fabric care important attributes – Fabric softeners, 2021
- Figure 65: Table – TURF Analysis – Fabric softener and scent booster important attributes – Fabric softeners, 2021
- Figure 66: Table – TURF Analysis – Laundry detergent important attributes, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 67: Table - TURF Analysis - Fabric softener and scent booster important attributes - Detergent boosters/sanitizers, 2021

What's included

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Infographic Overview

Powerpoint Presentation

Interactive Databook

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