Laundry and Fabric Care - China - 2023

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This report looks at the following areas:

- **Market overview and segment performance of China's laundry and fabric care market.**
- **Competitive landscape of China's laundry and fabric care market and analysis of market winners/disruptors.**
- **Product usage and user profile changes of winning product types from 2022-23.**
- **Preferred fragrance types by product.**
- **Mapping of ancillaries based on usage and purchasing interest.**
- **Separate washing among family members.**

A widespread usage decrease of laundry and fabric care products was unexpected (only excepting single-pouch capsules, in-wash scent booster and soap), especially considering that social activities have boomed in the post-pandemic period. But with injured spending powder and confidence, consumers have adopted a conservative attitude, which has led to simplified laundry routines involving fewer types of laundry and fabric care products.

Faced with value-conscious consumers, brands are leveraging discounts and promotions to snatch market share, which also accounts for the popularity of Douyin and the winning of single-pouch capsules over multi-pouch ones. But market players risk entering into price wars and losing margins, which is the greatest threat to the laundry and fabric care market, especially for small-scale players who cannot afford the costs of price wars.

Consumers are anticipated to remain value-conscious in the near future but their interests in simple and yet highly effective solutions remain as long as they come at affordable prices. This directs brands to pay attention to the small yet potential segment of laundry aids (ie ancillaries, such as collar cleaner, colour brightener) to invigorate the market and identify new growth opportunities.

"To retain a place in consumers' laundry routine among post-pandemic conservatism, laundry and fabric care products need to prioritise ease of use, strong effectiveness and value for money."

– Tina He, Research Analyst

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Table of Contents

OVERVIEW

EXECUTIVE SUMMARY

ISSUES AND INSIGHTS

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook

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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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- **Grade fragrance strengths suiting diverse routines and demographics**
- **Address odour issues for seniors' laundry with effective solutions**
  Figure 10: Examples of social media discussions around 'old person smell', China, 2022 and 2023
  Figure 11: Examples of laundry and bodycare products that remove 'old person smell' through eliminating nonenal, South Korea and Japan, 2023
- **Laundry and fabric care products suiting indoor drying and rainy seasons call for attention**
  Figure 12: Examples of laundry detergents suiting indoor drying, China, 2022
  Figure 13: Example of promoting anti-odour products during the rainy season, China, 2023

MARKET SIZE AND FORECAST

- **Tepid market growth due to conservative spending**
  Figure 14: Best- and worst-case forecast of retail value of laundry and fabric care market, China, 2018-28

MARKET FACTORS

- **Simplified laundry routine in the post-pandemic era**
- **Trials are willing but the budget is weak**
- **Ancillaries show resilience for their high functionality**
- **The rise of Douyin as an emerging online purchase channel**

MARKET SEGMENTATION

- **Laundry detergents and conditioners & softeners saw moderate growth**
  Figure 15: Value sales of total laundry and fabric care market, by segment, China, 2018-23
  Figure 16: Growth rates of total laundry and fabric care market, by segment, China, 2019-23
- **Laundry aids accelerated in 2023**

MARKET SHARE

- **Market players leading in format upgrades gained better performance**
  Figure 17: Leading manufacturers' share in value sales of laundry and fabric care market, China, 2021 and 2022
- **The rise of Douyin empowered market disruptors like SukGarden**

- **Fierce competition posed pressure on the product innovation of long-standing domestic brands**

MARKETING ACTIVITIES

- **Promote value for money of laundry capsules from concentration and multifunctionality**
  Figure 18: Examples of promoting value for money of laundry capsules, China, 2023
- **Shed light on laundry fragrances in relation to personal fragrances**
  Figure 19: Example of a fragrance KOL promoting scented laundry products, China, 2023
  Figure 20: Example of comparing the fragrances of in-wash scent boosters and fragrances, China, 2023
- **Normalise laundry sanitisation post-pandemic**
  Figure 21: Example of promoting laundry sanitisation post-pandemic, China, 2022 and 2023

NEW PRODUCT TRENDS

- **Hand detergents fulfil Chinese consumers' habits, and gaps exist in fabric fresheners and stain removal products**
  Figure 22: New product launches in laundry and fabric care market, by subcategory, China, Japan, South Korea, US and UK, 2023 (Jan-July)
- **Hand detergents and conditioners & softeners saw moderate increases post-pandemic**
  Figure 23: New product launches in laundry and fabric care market, by subcategory, China, 2019-23
- **For liquid automatic detergents, odour-neutralising and pH-neutral are growing claims**
  Figure 24: Top formats of new automatic detergent launches, China, 2019-23
  Figure 25: Top claims of new automatic detergent launches in the liquid format, China, 2019-23
  Figure 26: Examples of automatic liquid detergents with pH-neutral claim and with skin-caring ingredients, China, 2023
- **Automatic detergents in the capsule format grew fast and advanced in benefits**
  Figure 27: Top claims of new automatic detergent launches in the capsule format, China, 2019-23
  Figure 28: Examples of new multi-pouch capsule launches, China, 2023

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