

Home Laundry Products - US - August 2017

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"Home laundry products are a mature category and competition between leading brands continues to dampen sales growth. Innovations in format and scent prove important drivers for category growth, as consumers are driven by scent and all-in-one formulas. Product safety and eco-friendliness remain on the periphery of key attributes, but have appeal to consumer groups, such as parents."
- Stephen Brown, Household Analyst

This report looks at the following areas:

- Category sales grow slowly and struggle to keep pace with inflation
- Young adults less aware of the benefits of fabric softener
- Shifting attitudes toward housecleaning and alternative products challenge bleach

Definition

For the purposes of this Report, Mintel has used the following definitions:

- Clothes-washing detergents (also includes fine-washable detergents)
- Liquid fabric softeners
- Fabric softener sheets (also includes dryer bars)
- Fabric care products (solid-form in-wash scent boosters, laundry starch, static control/fabric protectors)
- Bleach (SHC [sodium hypochlorite] and color-safe).

Value figures throughout this Report are at retail selling prices (rsp) excluding sales tax, unless otherwise stated.

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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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Abbreviations

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