

Laundry Care in Singapore

February 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Inflation-driven unit price increases influence demand for laundry care
- Rising environmental awareness among consumers drives eco-friendly innovation
- Heightened hygiene concerns drive demand for antibacterial formulations

PROSPECTS AND OPPORTUNITIES

- Producers of powder detergents must identify growth strategies to combat rise of liquid formats
- Dynamic growth for liquid tablet format, driven by convenience and eco-conscious purchasing decisions

CATEGORY INDICATORS

Table 1 - Household Possession of Washing Machines 2018-2023

CATEGORY DATA

- Table 2 - Sales of Laundry Care by Category: Value 2018-2023
- Table 3 - Sales of Laundry Care by Category: % Value Growth 2018-2023
- Table 4 - Sales of Laundry Aids by Category: Value 2018-2023
- Table 5 - Sales of Laundry Aids by Category: % Value Growth 2018-2023
- Table 6 - Sales of Laundry Detergents by Category: Value 2018-2023
- Table 7 - Sales of Laundry Detergents by Category: % Value Growth 2018-2023
- Table 8 - Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2018-2023
- Table 9 - NBO Company Shares of Laundry Care: % Value 2019-2023
- Table 10 - LBN Brand Shares of Laundry Care: % Value 2020-2023
- Table 11 - NBO Company Shares of Laundry Aids: % Value 2019-2023
- Table 12 - LBN Brand Shares of Laundry Aids: % Value 2020-2023
- Table 13 - NBO Company Shares of Laundry Detergents: % Value 2019-2023
- Table 14 - LBN Brand Shares of Laundry Detergents: % Value 2020-2023
- Table 15 - Forecast Sales of Laundry Care by Category: Value 2023-2028
- Table 16 - Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

Home Care in Singapore - Industry Overview

EXECUTIVE SUMMARY

- Home care in 2023: The big picture
- 2023 key trends
- Competitive landscape
- Retailing developments
- What next for home care?

MARKET INDICATORS

Table 17 - Households 2018-2023

MARKET DATA

- Table 18 - Sales of Home Care by Category: Value 2018-2023
- Table 19 - Sales of Home Care by Category: % Value Growth 2018-2023
- Table 20 - NBO Company Shares of Home Care: % Value 2019-2023
- Table 21 - LBN Brand Shares of Home Care: % Value 2020-2023
- Table 22 - Penetration of Private Label in Home Care by Category: % Value 2018-2023
- Table 23 - Distribution of Home Care by Format: % Value 2018-2023
- Table 24 - Distribution of Home Care by Format and Category: % Value 2023
- Table 25 - Forecast Sales of Home Care by Category: Value 2023-2028

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SOURCES

Summary 1 - Research Sources

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