

# Laundry Care in the US

February 2024

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## Laundry Care in the US - Category analysis

### KEY DATA FINDINGS

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Value grows and volume declines amid economic uncertainty and high stress levels

Decline of fabric softeners among younger consumers as scrutiny over the product grows on social media

The Procter & Gamble Co retains its dominance of laundry care

#### PROSPECTS AND OPPORTUNITIES

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