

Laundry Care in Italy

February 2024

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Laundry Care in Italy - Category analysis

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2023 DEVELOPMENTS

Consumers focus on saving money and energy in 2023

Henkel maintains lead in laundry care, while increased socialising boosts sales in fine fabric detergents and fresheners

Dryer sheets fall thanks to reduced use of automatic dryers, and sustainability trends persist in laundry care

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DISCLAIMER

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