



# Laundry Care in Hong Kong, China

March 2024

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## Laundry Care in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Laundry care sees a volume decline as consumers relax post-pandemic

Liquid tablet detergents and fabric fresheners see growth due to increased product availability and strong marketing campaigns

International brands continue to dominate laundry care

#### PROSPECTS AND OPPORTUNITIES

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International brands forecast to further increase their foothold in laundry care

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