

# Laundry Care in Austria

February 2024

Table of Contents

## Laundry Care in Austria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Healthy sales growth in 2023 thanks to innovation  
Consumers seek multi-functionality and essentials amid economic constraints  
Multinationals continue to hold sway in laundry care in 2023

#### PROSPECTS AND OPPORTUNITIES

Slowing growth in both volume and value terms in the years ahead  
Sustainability and eco-consciousness set to gain traction in laundry care  
Supermarkets will continue to hold sway in the coming years

#### 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 - NBO Company Shares of Laundry Care: % Value 2019-2023  
Table 9 - LBN Brand Shares of Laundry Care: % Value 2020-2023  
Table 10 - NBO Company Shares of Laundry Aids: % Value 2019-2023  
Table 11 - LBN Brand Shares of Laundry Aids: % Value 2020-2023  
Table 12 - NBO Company Shares of Laundry Detergents: % Value 2019-2023  
Table 13 - LBN Brand Shares of Laundry Detergents: % Value 2020-2023  
Table 14 - Forecast Sales of Laundry Care by Category: Value 2023-2028  
Table 15 - Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

## Home Care in Austria - 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 16 - Households 2018-2023

#### MARKET DATA

Table 17 - Sales of Home Care by Category: Value 2018-2023  
Table 18 - Sales of Home Care by Category: % Value Growth 2018-2023  
Table 19 - NBO Company Shares of Home Care: % Value 2019-2023  
Table 20 - LBN Brand Shares of Home Care: % Value 2020-2023  
Table 21 - Penetration of Private Label in Home Care by Category: % Value 2018-2023  
Table 22 - Distribution of Home Care by Format: % Value 2018-2023  
Table 23 - Distribution of Home Care by Format and Category: % Value 2023  
Table 24 - Forecast Sales of Home Care by Category: Value 2023-2028

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## SOURCES

Summary 1 - Research Sources

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