

Laundry Care in Greece

February 2024

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Laundry Care in Greece - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Laundry care sees lots of activity, despite volume sales remaining in a slump
Consumers shift to larger wash loads and cold washing, to save on energy usage and product volumes
Sustainability is the key trend driving new product developments

PROSPECTS AND OPPORTUNITIES

The sustainability trend is set to gather further pace over the forecast period
Liquid detergents will remain popular, while "old-fashioned" variants lose appeal
Changes in consumer habits and low purchasing power set to affect sales in discretionary categories

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DISCLAIMER

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