

# Laundry Care in Asia Pacific

February 2023

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Key findings

## REGIONAL OVERVIEW

Asia Pacific has the highest regional laundry care sales, but ranks sixth in per capita terms

Laundry care will see positive growth throughout 2017-2027

Laundry detergents dominate laundry care sales

Dynamic growth for other laundry aids in China in 2017-2022

Carpet cleaners remains a very small category in Asia Pacific laundry care

Antibacterial claims and trend towards more natural products

Small local grocers the leading distribution channel

E-commerce continues gaining share in 2022

## LEADING COMPANIES AND BRANDS

Top five players account for upwards of 50% of sales in most Asia Pacific markets

Unilever gaining share again in 2022

Unilever and Procter & Gamble have a widespread regional presence

Ariel moves into second place in 2022, displacing former leader Liby

## FORECAST PROJECTIONS

China will slow the overall regional performance over the forecast period

Liquid tablet detergents will continue to be the most dynamic category over 2022-2027

## COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

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