



# Laundry Care in India

June 2025

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## Laundry Care in India - Category analysis

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Consumers increasingly shift from powders to liquid formats  
Key players focus on marketing initiatives and innovations to drive growth  
Offline retail remains dominant despite digital gains

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/laundry-care-in-india/report](http://www.euromonitor.com/laundry-care-in-india/report).