



**Euromonitor
International**

Laundry Care in Asia Pacific

February 2023

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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

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China: Competitive and Retail Landscape

Hong Kong, China: Market Context

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