

Laundry Care in South Africa

March 2024

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Laundry Care in South Africa - Category analysis

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2023 DEVELOPMENTS

New entrant is suitable as both automatic and hand wash detergent
Carpet cleaner brands adapt to consumers' disposable incomes by adding value
Sta-Soft adds longer-lasting freshness

PROSPECTS AND OPPORTUNITIES

Affordability and diversification will be core factors driving choice of laundry care
Maq creates specific value and expands product range to strengthen share
Sta-Soft adds a new fragrance and bigger bottle to compete with emerging players

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DISCLAIMER

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