



**Euromonitor
International**

Laundry Care in Italy

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Laundry Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Efficiency and Energy Conservation Drive Interest in Cold Wash Solutions

Chart 2 - Unilever's Cocolino Launches Wonder Wash Liquid Detergent with Pro-S Technology

Mood-Boosting Ingredients and the 100-Day Scent Innovation

Chart 3 - Paglieri Makes Further Investments in Ita Fiori Di Luna Line

Multifunctionality Gains Traction Amidst Economic Uncertainty

Chart 4 - Perlana Revamp From Specific Product to Daily Use

Chart 5 - Volume Sales of Laundry Care 2020-2030

Chart 6 - Value Sales of Laundry Care by Category 2025

WHAT'S NEXT?

Resilience in Mature Laundry Care

Circularity and Energy Efficiency as Part of the Sustainable Movement

Chart 7 - Analyst Insight for Laundry Care

The Multifunctional Future of Italian Laundry Care

Chart 8 - Forecast Sales of Laundry Care 2020-2030

Chart 9 - Forecast Sales of Laundry Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Maintain Grip Despite Emerging Competition

Strategic Move to Potentially Reshape Competitive Dynamics

Chart 10 - Company Shares of Laundry Care 2025

Chart 11 - Brand Shares of Laundry Care 2025

CHANNELS

Health and Beauty Specialists Drive Laundry Care Sales

Retail E-Commerce Grows Moderately Despite Offline Preferences

Chart 12 - Retail Channels for Laundry Care 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Laundry Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Laundry Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Italy - Industry Overview](#)

EXECUTIVE SUMMARY

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Market Stability and the Rise of Convenience-Driven Innovation in Italian Home Care

Chart 21 - Sc Johnson's Mr. Muscle Diversifies Its Formats to Accommodate Consumers' Needs

Sustainability Shapes Home Care Innovation and Regulations

Chart 22 - Paglieri Invests in Improving Its Production Processes for Enhanced Sustainability Standards

Retailers Adapt to Private Label's Growth with New Offerings

Chart 23 - Caddys.Jpg

Chart 24 - Value Sales of Home Care 2020–2030

Chart 25 - Volume Sales of Home Care 2020–2030

Chart 26 - Sales of Home Care by Category 2025

WHAT'S NEXT?

Resilience and Adaptation: the Future Landscape of Italian Home Care

Chart 27 - Analyst Insight for Home Care

Circular Economy Challenges and Regulatory Shifts

The Digital Transformation of Home Care Purchasing Habits

Chart 28 - Forecast Sales of Home Care 2020-2030

Chart 29 - Forecast Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Strength through Innovation but Private Label Makes Further Gains

Strategic Acquisitions and Innovations Reshape Competitive Landscape

Chart 30 - Company Shares of Home Care 2025

Chart 31 - Brand Shares of Home Care 2025

CHANNELS

Grocery Retailers Lead Home Care Distribution through Supermarkets

Retail E-Commerce Gains Traction with Double-Digit Growth

Nuncas Opens Live Experience Space to Drive Engagement

Chart 32 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Home Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Home Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/laundry-care-in-italy/report.