



Euromonitor
International

Laundry Care in Laos

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

Evolving Product Formats Drive Growth

Chart 2 - Breeze Liquid Concentrated Detergent Introduces New Pack and Improved Formula

Laundry Detergents Remains Dominant Category, with Sales Boosted by Multifunctionality Trend

Chart 3 - Omo Plus Perfume Increases Online Presence

Premiumisation Gains Traction among Young Urban Consumers

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Prioritise Affordability and Multifunctionality over the Forecast Period

Chart 7 - Analyst Insight for Laundry Care

Laundry Detergents to Maintain Category Size Dominance and Also See Fastest Growth

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever Group Maintains Lead through Brand Diversification

Chart 10 - The Launch of Omo Fresh - Highlighting Convenience and Local Exclusivity

Emerging Players Capitalise on Affordability and Local Appeal

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Traditional Retail Outlets Continue to Lead Laundry Care Sales

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Laundry Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Laundry Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Affordability Drives Innovation in Product Formats

Chart 22 - Small Liquid Detergent Segment Gains Presence in Laos.

Premiumisation Drives Growth through Quality and Fragrance

Chart 23 - New Hygiene Happy Sunshine Laundry Detergent Is Introduced

Multifunctionality Strengthens Consumer Loyalty through Value

Chart 24 - Vixol Oxy Performs Well with Multifunctional Bathroom Cleaner

Chart 25 - Value Sales 2020-2030

Chart 26 - Volume Sales 2020-2030

Chart 27 - Value Sales by Category 2025

WHAT'S NEXT?

Affordable Product Formats and Multifunctionality to Drive Long-Term Growth

Chart 28 - Analyst Insight for Home Care

Modern Marketing to Pave the Way for Emerging Players

Local Brands to Shape Competitive Landscape

Chart 29 - Forecast Value Sales 2020-2030

Chart 30 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Drive Market Share through Strong Flagship Brands

Emerging Companies Capitalise on Local Production

Chart 31 - Company Shares 2025

Chart 32 - Brand Shares 2025

CHANNELS

Small Local Grocers Dominate Home Care Sales through Affordability

Modern Trade Expands with New Retail Concepts and Players

Social Commerce Drives E-Commerce Growth in Urban Areas

Chart 33 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 34 - Economic Context for Home Care

Chart 35 - Real Gdp Growth 2020-2030

Chart 36 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 37 - Consumer Context for Home Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - 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-laos/report.