



**Shell Chemicals**

# Clean and Convenient

How modern lifestyles  
shape laundry trends

The demand for convenience and eco-friendliness is reshaping the laundry industry.

## Consumers want solutions that

- 1 Make life easier
- 2 Integrate seamlessly with smart home technologies
- 3 Align with their values



## The future of laundry is simpler, smarter, and more sustainable

### Opportunities are out there:

China and India are seeing significant market growth, offering manufacturers the opportunity to meet the demand for accessible, effective, and eco-friendly solutions.

#### Sustainability matters

U.S. and Western European consumers leaning toward home care products with sustainable ingredients or packaging

**41%**

#### Consumers are willing

The number of global consumers willing to pay more for products that simplify their lives

**46%**

#### Sectors are growing

The expected CAGR growth through 2030 of the laundry detergent market

**5.5%**

#### Demand is continuing

The revenue powdered detergents alone accounted for in 2023

**\$34.7B**

### The integration of tech in laundry



Smart appliances and app-enabled laundry services offer automation and personalisation



Environmentally minded and cost-saving consumers are gravitating toward smart washers that optimise water and energy usage



By bridging the gap between convenience and eco-friendliness, consumers don't have to choose



**Smart Washing Machine Market**  
Growth rate by geography, 2021–2026

Source: Mordor Intelligence

■ High  
■ Medium  
■ Low





## Convenience is king to consumers

Busy lifestyles are driving demand for products that reduce effort, save time, and deliver superior results.

Powdered laundry detergents, concentrates, and cold-water formulations are just a few examples of the latest product trends that are reshaping the market.

### U.S. consumers

U.S. consumers view convenience as a crucial factor in their purchasing decisions

**77%**

### Global consumers

Global consumers are more likely to recommend brands that provide simpler experiences and communications

**78%**

### Global value

The value of the global laundry detergent market in 2023, and it's only growing

**\$185.2B**

### Turn trends into opportunities

From detergents and surfactants to concentrates and beyond, Shell Chemicals can help formulators and manufacturers of home care products meet and exceed consumer expectations.

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