

### 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



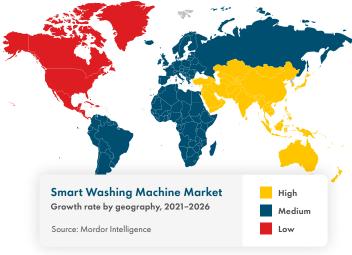
Smart appliances and app-enabled laundry services offer automation and personalisation



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





# 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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