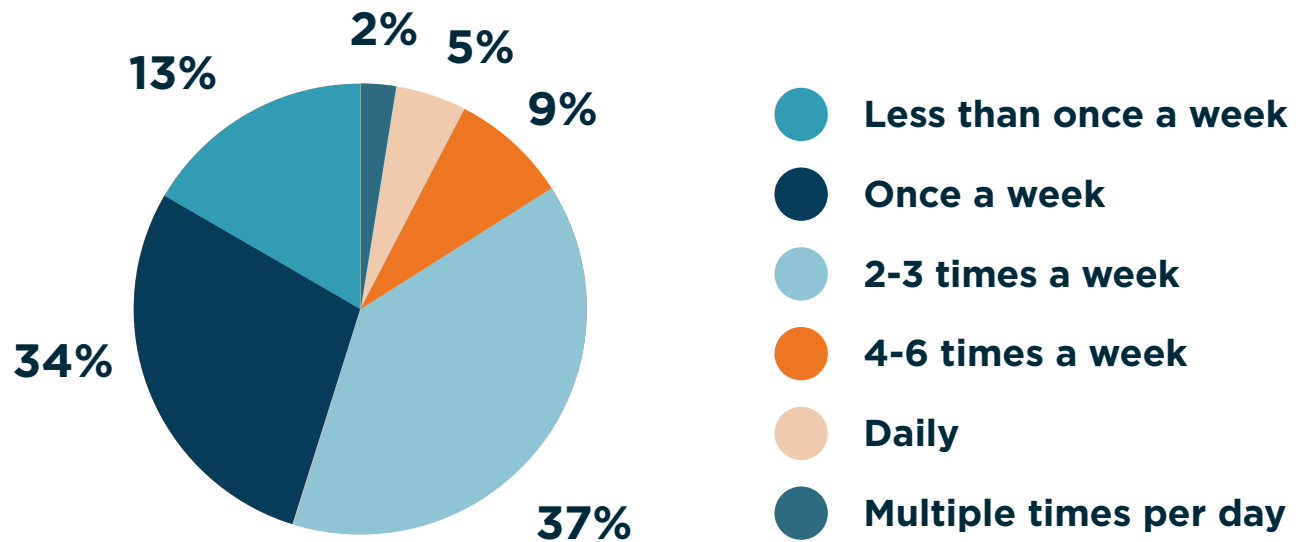
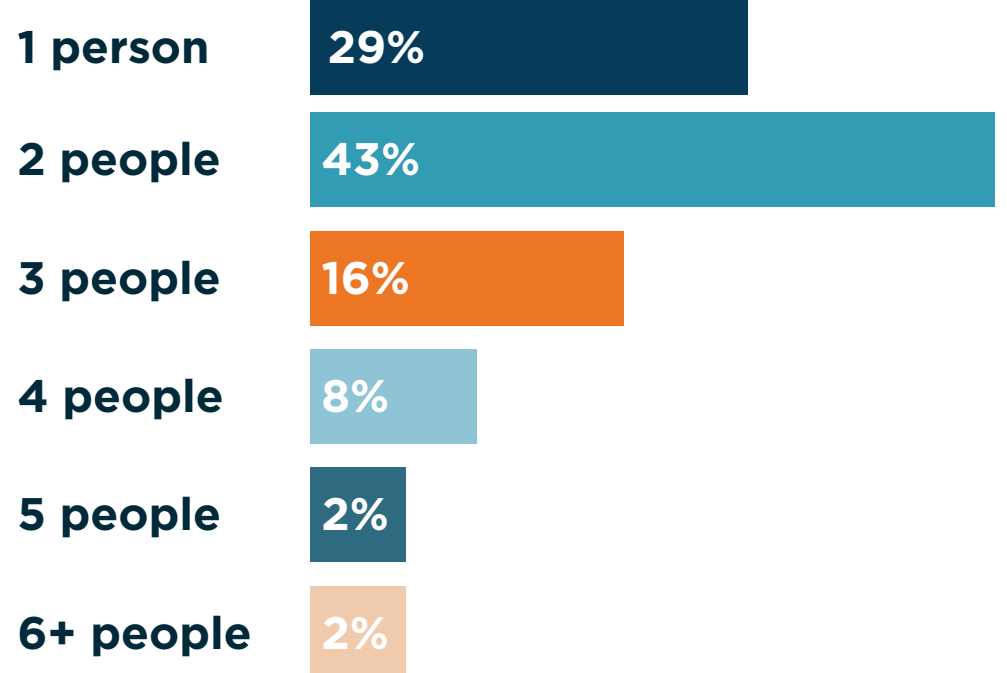


LOADS OF FACTS:

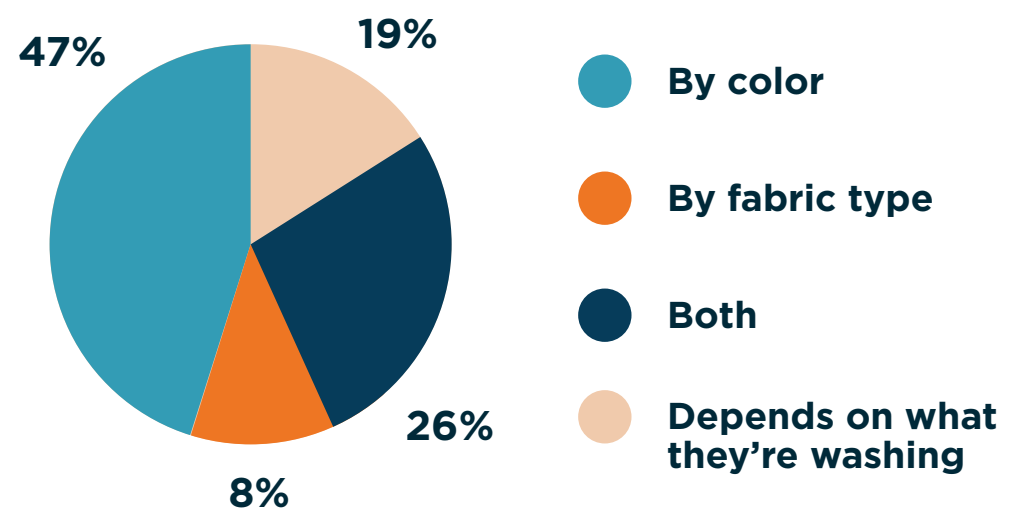
How often they do laundry:



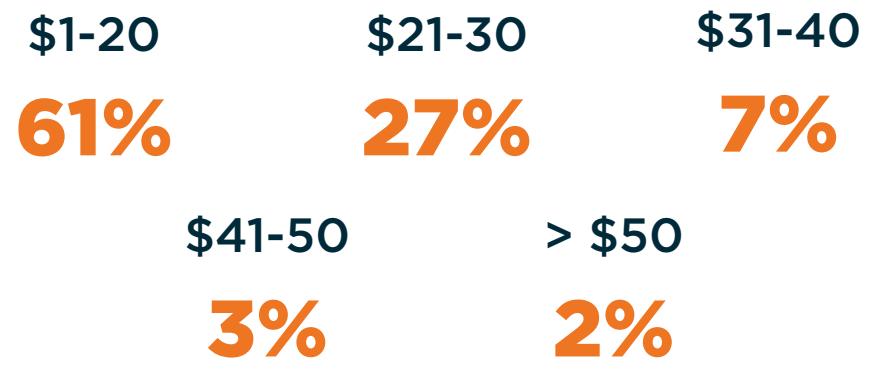
How many people contribute to their household laundry:



How they separate their laundry:



How much they spend on laundry products each month:

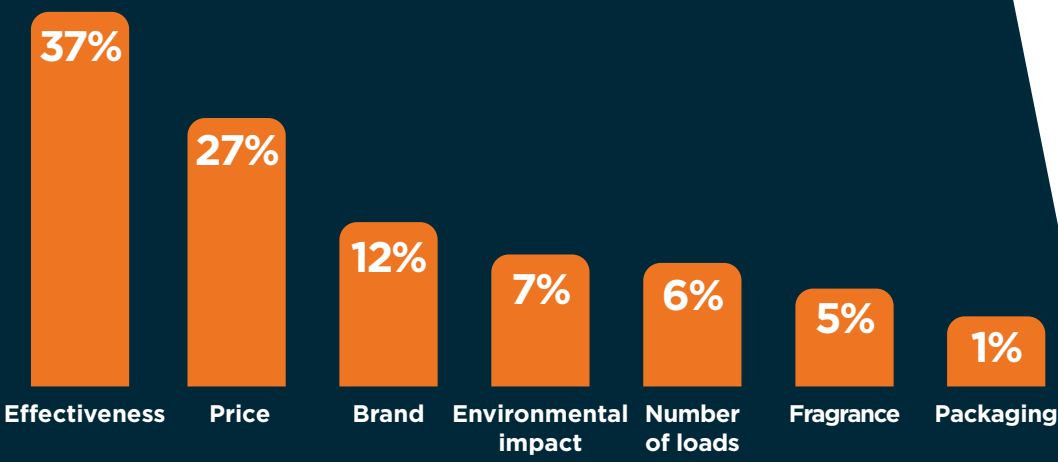


LAUNDRY TIME

We surveyed shoppers to find out their laundry preferences, from what impacts their purchase to their favorite detergent scent. Take a look at the results!

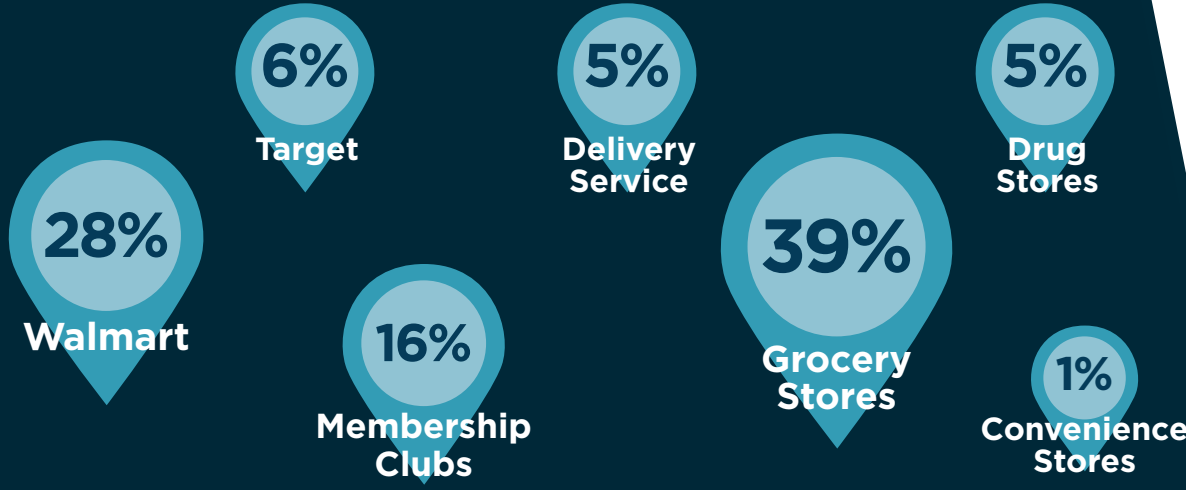
SHOPPING PREFERENCES:

Factors that impact their purchase:



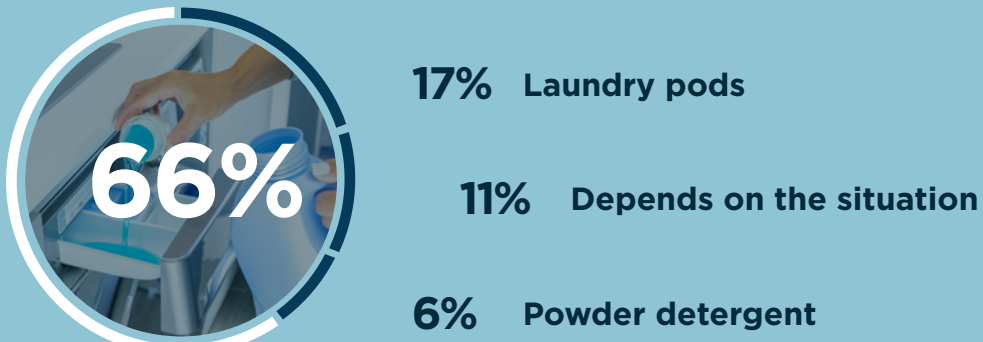
5% Their purchases aren't influenced by a particular factor

Where they shop for their laundry supplies:

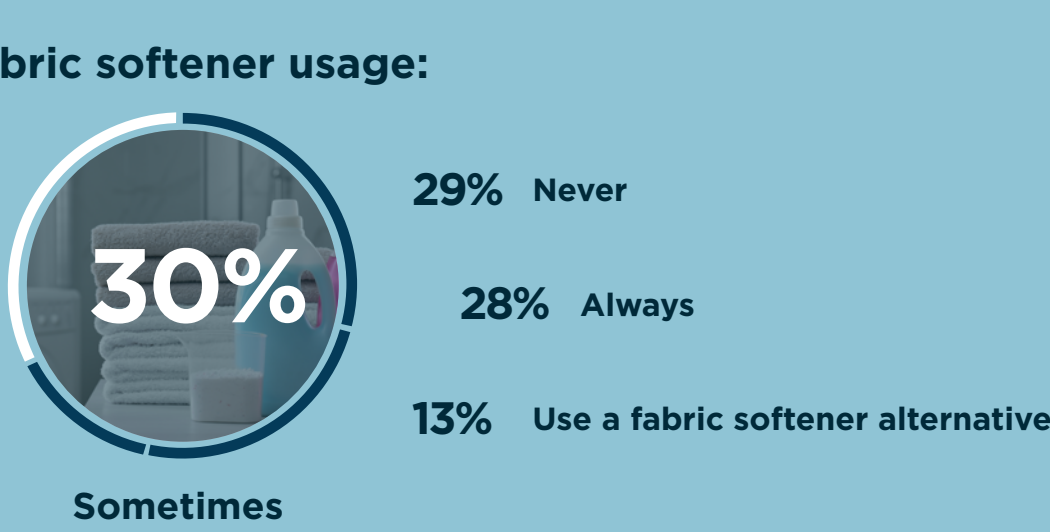


WASH & DRY:

Detergent style:



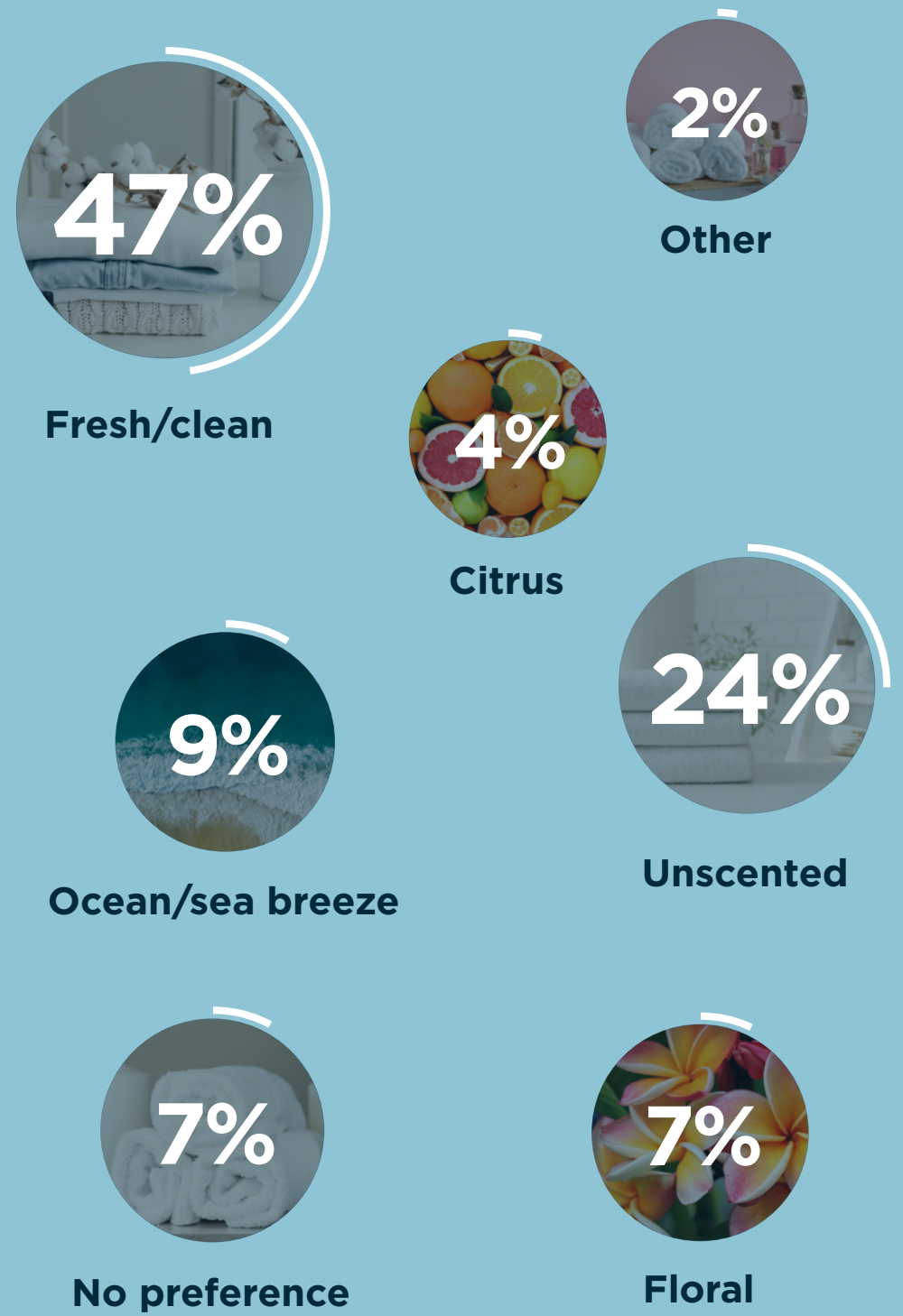
Fabric softener usage:



Dryer sheet usage:



Which scents they prefer:



LAUNDRY WITH BREAKTIME:

Make sure your brand is top-of-mind when shoppers are looking for laundry solutions. Here are just a few ways our **fun, personalized, interactive content** can help your brand engage shoppers and inspire purchase:

- Help shoppers discover their perfect laundry scent by pairing them with their perfect detergent with a **personality quiz**
- Use our easy-to-use, digital **add-to-cart** feature to encourage shoppers to place an order of their recommended laundry products
- Feature a **list** to help shoppers craft their optimal laundry routine while educating them on the benefits of your brand's products
- Create impactful experiences with your brand by implementing a custom, performance-based promotion, like an **instant win sweepstakes** or a **contest** that encourages UGC uploads