



The Transformation of Bangladesh's DETERGENT MARKET

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The evolution of detergents in Bangladesh has been remarkable, transforming the way people approach laundry by providing convenient solutions that ensure the careful washing of clothes while maintaining fabric quality. In earlier times, soaps were the primary cleaning agents, requiring significant effort and making the chore of washing clothes a laborious task. Today, however, detergents offer a more efficient alternative, greatly enhancing the user experience with their ease of application.

As Bangladesh transitions into a middle-income nation, there has been a notable surge in clothing consumption, with people increasingly opting for vibrant and colorful garments, in contrast to the past when predominantly white clothing was the norm. This shift has led to a heightened demand for convenient and frequent washing solutions, effectively positioning powder detergents as a revolutionary force within the laundry industry. "Unilever celebrated 50 years in the laundry business a couple of years ago, having begun its journey in 1972 with Wheel Laundry Soap.

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ILLUSTRATION: SOJIB ROY

An advertisement for Surf excel detergent. It features a young boy kneeling on the grass with pink paint on his hands, and a young girl standing next to him with pink paint on her shirt. A large bag of Surf excel detergent is on the left. In the background, there is a wall with the text "এখন মাত্র ৳১৫০" crossed out with a red 'X' and "৳২২০ টাকায়" written below it. The Surf excel logo is in the top left corner.