

# Detergent dilemmas

Samsung reveals the nation's top laundry dosing difficulties



**87%**

of Brits admit to **guessing how much laundry detergent** to use

Brits are **spending an average of**

**£78.31** a year

**on laundry detergent** - nearly double what the average household should be spending



of people agree that they use **too much** laundry detergent



**2/3**

**use capsules** because it saves them from deciphering **how much detergent they need** to dispense



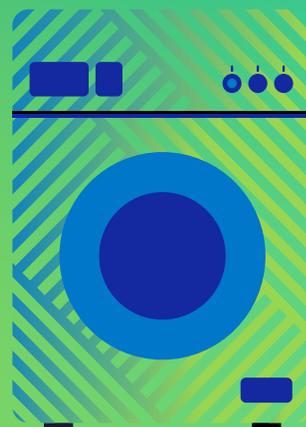
**28%**

don't know that too much detergent can provoke **skin irritation**



**30%**

aren't aware of the **environmental implications** that their detergent dosage can have



**51%**

of UK adults don't know that excess detergent can **damage the washing machine**