

# 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

**35%**

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**