

Insights into Modern Household Laundry Practices


Household laundry takes up significant energy and resources, leaving a significant environmental footprint



 Detergent is not 100% biodegradable



However, studies on domestic laundry practices are mostly outdated

 How does the size of dosing aids affect detergent dosing?

Laboratory study simulating home laundry conditions

97 participants

Instructed to load multiple washing machines with textiles and detergent

Two differently sized dosing aids provided



Participants generally underdosed detergent



75.5 mL
15% below
recommended amount

However, they tended to dose more with the larger dosing aid



↑ 16%

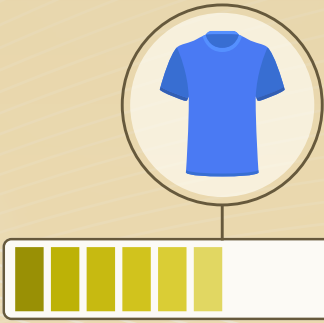
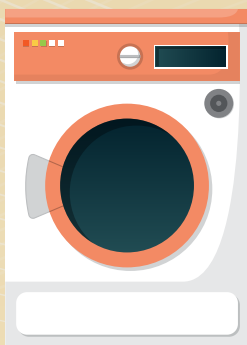


This gap was pronounced more in younger participants

18-29 years old

Participants also underloaded the washing machines

- 3.5 kg loading on average
- 7 kg maximum capacity



This study could help inform manufacturers and consumers alike to make laundry processes more resource efficient