

## Home Care in Germany

Market Direction | 2022-07-05 | 68 pages | Euromonitor

### AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

### Report description:

After significantly benefiting from the emergence of the pandemic in 2020, home care recorded more subdued current value growth in 2021, despite experiencing further demand. The public health emergency continued to heighten consumer awareness of hygiene and sanitisation issues, although the extent of the pandemic's impact varied according to the category. Germany started 2021 in lockdown, which remained in place until June, and therefore consumers continued to work and study from home and genera...

Euromonitor International's Home Care in Germany market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- \* Get a detailed picture of the Home Care market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Home Care in Germany

Euromonitor International

July 2022

### List Of Contents And Tables

HOME CARE IN GERMANY

EXECUTIVE SUMMARY

Home care in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for home care?

CHART 1 Home Care Value Sales Growth Scenarios: 2019-2026

CHART 2 Home Care Impact of Drivers on Value Sales: 2019-2026

MARKET INDICATORS

Table 1 Households 2016-2021

MARKET DATA

Table 2 Sales of Home Care by Category: Value 2016-2021

Table 3 Sales of Home Care by Category: % Value Growth 2016-2021

Table 4 NBO Company Shares of Home Care: % Value 2017-2021

Table 5 LBN Brand Shares of Home Care: % Value 2018-2021

Table 6 Penetration of Private Label in Home Care by Category: % Value 2016-2021

Table 7 Distribution of Home Care by Format: % Value 2016-2021

Table 8 Distribution of Home Care by Format and Category: % Value 2021

Table 9 Forecast Sales of Home Care by Category: Value 2021-2026

Table 10 Forecast Sales of Home Care by Category: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 1 Research Sources

LAUNDRY CARE IN GERMANY

KEY DATA FINDINGS

2021 DEVELOPMENTS

Home seclusion and social distancing continue to suppress demand in early 2021

Sustainability is back on the agenda for laundry care manufacturers

Henkel AG & Co KGaA retains solid leadership of laundry care

PROSPECTS AND OPPORTUNITIES

Slow but steady sales growth expected

Solid performance anticipated for liquid tablet detergents

"Green" brands expected to add dynamism to laundry care

CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2016-2021

CATEGORY DATA

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 12 Sales of Laundry Care by Category: Value 2016-2021

Table 13 Sales of Laundry Care by Category: % Value Growth 2016-2021

Table 14 Sales of Laundry Aids by Category: Value 2016-2021

Table 15 Sales of Laundry Aids by Category: % Value Growth 2016-2021

Table 16 Sales of Laundry Detergents by Category: Value 2016-2021

Table 17 Sales of Laundry Detergents by Category: % Value Growth 2016-2021

Table 18 Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2016-2021

Table 19 NBO Company Shares of Laundry Care: % Value 2017-2021

Table 20 LBN Brand Shares of Laundry Care: % Value 2018-2021

Table 21 NBO Company Shares of Laundry Aids: % Value 2017-2021

Table 22 LBN Brand Shares of Laundry Aids: % Value 2018-2021

Table 23 NBO Company Shares of Laundry Detergents: % Value 2017-2021

Table 24 LBN Brand Shares of Laundry Detergents: % Value 2018-2021

Table 25 Forecast Sales of Laundry Care by Category: Value 2021-2026

Table 26 Forecast Sales of Laundry Care by Category: % Value Growth 2021-2026

## DISHWASHING IN GERMANY

### KEY DATA FINDINGS

### 2021 DEVELOPMENTS

Flexible working and convenience drive sales of dishwashing

Sustainability concerns serve as innovation drivers

Hand dishwashing posts strongest growth in 2021

### PROSPECTS AND OPPORTUNITIES

Demand set to remain elevated compared to pre-pandemic levels

Tablets will continue driving automatic dishwashing sales

Brands with ecological credentials likely to continue gaining share

### CATEGORY INDICATORS

Table 27 Household Possession of Dishwashers 2015-2020

### CATEGORY DATA

Table 28 Sales of Dishwashing by Category: Value 2016-2021

Table 29 Sales of Dishwashing by Category: % Value Growth 2016-2021

Table 30 NBO Company Shares of Dishwashing: % Value 2017-2021

Table 31 LBN Brand Shares of Dishwashing: % Value 2018-2021

Table 32 Forecast Sales of Dishwashing by Category: Value 2021-2026

Table 33 Forecast Sales of Dishwashing by Category: % Value Growth 2021-2026

## SURFACE CARE IN GERMANY

### KEY DATA FINDINGS

### 2021 DEVELOPMENTS

Heightened hygiene and sanitation concerns continue to drive sales of surface care

Multi-purpose cleaners remain the most used surface care product in Germany

Return of a focus on eco-friendly attributes

### PROSPECTS AND OPPORTUNITIES

Demand to remain elevated despite consumers resuming pre-pandemic routines

Innovation to focus on eco-friendly concentrated products and disinfectant attributes

Demand to continue for multi-purpose antibacterial products

### CATEGORY DATA

Table 34 Sales of Surface Care by Category: Value 2016-2021

Table 35 Sales of Surface Care by Category: % Value Growth 2016-2021

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2016-2021  
Table 37 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2016-2021  
Table 38 NBO Company Shares of Surface Care: % Value 2017-2021  
Table 39 LBN Brand Shares of Surface Care: % Value 2018-2021  
Table 40 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2017-2021  
Table 41 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2018-2021  
Table 42 Forecast Sales of Surface Care by Category: Value 2021-2026  
Table 43 Forecast Sales of Surface Care by Category: % Value Growth 2021-2026

#### BLEACH IN GERMANY

##### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

Bleach continues to decline despite higher emphasis on hygiene  
Bleach continues to face strong competition from other cleaning products  
Limited product choice contributes to slow sales

##### PROSPECTS AND OPPORTUNITIES

Bleach expected to continue declining over the forecast period  
Stronger sustainability concerns to further discourage purchase of bleach  
Dan Klorix likely to remain dominant brand but overall pressure on price expected

##### CATEGORY DATA

Table 44 Sales of Bleach: Value 2016-2021  
Table 45 Sales of Bleach: % Value Growth 2016-2021  
Table 46 NBO Company Shares of Bleach: % Value 2017-2021  
Table 47 LBN Brand Shares of Bleach: % Value 2018-2021  
Table 48 Forecast Sales of Bleach: Value 2021-2026  
Table 49 Forecast Sales of Bleach: % Value Growth 2021-2026

#### TOILET CARE IN GERMANY

##### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

After strong 2020 performance, overall demand for toilet care declines in 2021  
Weak presence in dynamic rim blocks limits the development of a "green" segment  
Henkel and SC Johnson benefit as consumers search for familiar brand names

##### PROSPECTS AND OPPORTUNITIES

Higher hygiene awareness expected to increase appeal of specialised products  
Rim blocks to continue driving growth through innovation as interest in other formats shrinks  
Eco-friendly products to expand but green credentials not yet mainstream

##### CATEGORY DATA

Table 50 Sales of Toilet Care by Category: Value 2016-2021  
Table 51 Sales of Toilet Care by Category: % Value Growth 2016-2021  
Table 52 NBO Company Shares of Toilet Care: % Value 2017-2021  
Table 53 LBN Brand Shares of Toilet Care: % Value 2018-2021  
Table 54 Forecast Sales of Toilet Care by Category: Value 2021-2026  
Table 55 Forecast Sales of Toilet Care by Category: % Value Growth 2021-2026

#### POLISHES IN GERMANY

##### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

Extended lockdown accelerates decline of polishes in Germany  
Lack of investment from producers

Werner & Mertz remains the leader

#### PROSPECTS AND OPPORTUNITIES

Heightened ongoing competition from alternative products to push down popularity

Value could be supported by higher-quality polishes as consumption drops

More modern households will hamper growth of polishes

#### CATEGORY DATA

Table 56 Sales of Polishes by Category: Value 2016-2021

Table 57 Sales of Polishes by Category: % Value Growth 2016-2021

Table 58 NBO Company Shares of Polishes: % Value 2017-2021

Table 59 LBN Brand Shares of Polishes: % Value 2018-2021

Table 60 Forecast Sales of Polishes by Category: Value 2021-2026

Table 61 Forecast Sales of Polishes by Category: % Value Growth 2021-2026

#### AIR CARE IN GERMANY

##### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

Air care benefits from prolonged home seclusion

Lockdown and travel restrictions continue to hamper the use of car air fresheners

SC Johnson retains slim lead in 2021

#### PROSPECTS AND OPPORTUNITIES

Subdued but positive demand for air care expected over forecast period

Return to pre-pandemic lifestyles and travel habits offers respite for car air fresheners

Future development expected to align with aromatherapy's rising popularity

#### CATEGORY DATA

Table 62 Sales of Air Care by Category: Value 2016-2021

Table 63 Sales of Air Care by Category: % Value Growth 2016-2021

Table 64 Sales of Air Care by Fragrance: Value Ranking 2019-2021

Table 65 NBO Company Shares of Air Care: % Value 2017-2021

Table 66 LBN Brand Shares of Air Care: % Value 2018-2021

Table 67 Forecast Sales of Air Care by Category: Value 2021-2026

Table 68 Forecast Sales of Air Care by Category: % Value Growth 2021-2026

#### HOME INSECTICIDES IN GERMANY

##### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

Social distancing continues to damper sales of home insecticides

More natural and eco-friendly variants continue to prove popular

Aeroxon Insect Control GmbH retains lead

#### PROSPECTS AND OPPORTUNITIES

Warmer seasons and growing health and environmental concerns set to drive sales

Consumers to look to prevention methods to reduce reliance on chemicals

Anticipated rise in mosquito population offers sustained demand potential for convenient electric insecticides

#### CATEGORY DATA

Table 69 Sales of Home Insecticides by Category: Value 2016-2021

Table 70 Sales of Home Insecticides by Category: % Value Growth 2016-2021

Table 71 Sales of Spray/Aerosol Insecticides by Type: % Value 2016-2021

Table 72 NBO Company Shares of Home Insecticides: % Value 2017-2021

Table 73 LBN Brand Shares of Home Insecticides: % Value 2018-2021

Table 74 Forecast Sales of Home Insecticides by Category: Value 2021-2026

Table 75 Forecast Sales of Home Insecticides by Category: % Value Growth 2021-2026

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## Home Care in Germany

Market Direction | 2022-07-05 | 68 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-08
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)