

## **Home Care in Egypt**

Market Direction | 2023-01-01 | 64 pages | Euromonitor

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### **Report description:**

Home care witnessed strong double-digit retail current value growth across categories in 2022. Retail volume sales rebounded, albeit moderately in most cases, from a drop in 2021, which in turn was informed by the spike in demand in 2020 due to stay-at-home policies during the Coronavirus (COVID-19) pandemic. However, the inflationary environment was the main reason for the surge in retail current value sales, characterised by a high inflation rate, the effects of currency devaluation and rising...

Euromonitor International's Home Care in Egypt 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 2027 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.

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## **Table of Contents:**

Home Care in Egypt  
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List Of Contents And Tables

### **HOME CARE IN EGYPT**

#### **EXECUTIVE SUMMARY**

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

#### **MARKET INDICATORS**

Table 1 Households 2017-2022

#### **MARKET DATA**

Table 2 Sales of Home Care by Category: Value 2017-2022

Table 3 Sales of Home Care by Category: % Value Growth 2017-2022

Table 4 NBO Company Shares of Home Care: % Value 2018-2022

Table 5 LBN Brand Shares of Home Care: % Value 2019-2022

Table 6 Penetration of Private Label in Home Care by Category: % Value 2017-2022

Table 7 Distribution of Home Care by Format: % Value 2017-2022

Table 8 Distribution of Home Care by Format and Category: % Value 2022

Table 9 Forecast Sales of Home Care by Category: Value 2022-2027

Table 10 □Forecast Sales of Home Care by Category: % Value Growth 2022-2027

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

### **LAUNDRY CARE IN EGYPT**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Automatic detergents sees retail volume sales continue to grow at the expense of hand wash detergents

Liquid detergents continues to gain traction

Fabric softeners sees retail volume growth despite price increases

#### **PROSPECTS AND OPPORTUNITIES**

E-commerce's contribution to sales of laundry products is set to rise

The use of concentrated detergents may be slowed by price and legislation

Automatic detergents to continue to make gains from hand wash detergents

#### **CATEGORY INDICATORS**

Table 11 Household Possession of Washing Machines 2017-2022

#### **CATEGORY DATA**

Table 12 Sales of Laundry Care by Category: Value 2017-2022

Table 13 Sales of Laundry Care by Category: % Value Growth 2017-2022

Table 14 Sales of Laundry Aids by Category: Value 2017-2022

Table 15 Sales of Laundry Aids by Category: % Value Growth 2017-2022

Table 16 Sales of Laundry Detergents by Category: Value 2017-2022

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Table 17 Sales of Laundry Detergents by Category: % Value Growth 2017-2022  
Table 18 NBO Company Shares of Laundry Care: % Value 2018-2022  
Table 19 LBN Brand Shares of Laundry Care: % Value 2019-2022  
Table 20 □NBO Company Shares of Laundry Aids: % Value 2018-2022  
Table 21 □LBN Brand Shares of Laundry Aids: % Value 2019-2022  
Table 22 □NBO Company Shares of Laundry Detergents: % Value 2018-2022  
Table 23 □LBN Brand Shares of Laundry Detergents: % Value 2019-2022  
Table 24 □Forecast Sales of Laundry Care by Category: Value 2022-2027  
Table 25 □Forecast Sales of Laundry Care by Category: % Value Growth 2022-2027

#### DISHWASHING IN EGYPT

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Demand for hand dishwashing regains momentum  
Promotions help automatic dishwashing maintain positive retail volume sales trajectory  
E-commerce emerges in hand dishwashing and automatic dishwasher detergents

##### PROSPECTS AND OPPORTUNITIES

Efficiency and environmental factors to play a larger role  
The competition is expected to intensify in hand dishwashing  
Automatic dishwashing to continue to gain traction via e-commerce

##### CATEGORY INDICATORS

Table 26 Household Possession of Dishwashers 2017-2022

##### CATEGORY DATA

Table 27 Sales of Dishwashing by Category: Value 2017-2022  
Table 28 Sales of Dishwashing by Category: % Value Growth 2017-2022  
Table 29 NBO Company Shares of Dishwashing: % Value 2018-2022  
Table 30 LBN Brand Shares of Dishwashing: % Value 2019-2022  
Table 31 Forecast Sales of Dishwashing by Category: Value 2022-2027  
Table 32 Forecast Sales of Dishwashing by Category: % Value Growth 2022-2027

#### SURFACE CARE IN EGYPT

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Surface care sees retail volume sales growth despite elevated prices  
Kitchen cleaners benefits from multi-use potential, while other categories grow more organically  
E-commerce gains momentum as an alternative channel for local brands and consumers

##### PROSPECTS AND OPPORTUNITIES

Upward retail sales trajectory anticipated  
Multi-purpose cleaners to benefit from practical, flexible, economy and affordability perceptions  
Heightened health and hygiene awareness to push a demand for more natural, less toxic options

##### CATEGORY DATA

Table 33 Sales of Surface Care by Category: Value 2017-2022  
Table 34 Sales of Surface Care by Category: % Value Growth 2017-2022  
Table 35 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2017-2022  
Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2017-2022  
Table 37 NBO Company Shares of Surface Care: % Value 2018-2022  
Table 38 LBN Brand Shares of Surface Care: % Value 2019-2022  
Table 39 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2018-2022  
Table 40 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2022

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Table 41 Forecast Sales of Surface Care by Category: Value 2022-2027

Table 42 □Forecast Sales of Surface Care by Category: % Value Growth 2022-2027

## BLEACH IN EGYPT

### KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Bleach's versatility ensures demand in 2022

Local brands dominate bleach

Pouch packaging revives

### PROSPECTS AND OPPORTUNITIES

Conventional use and demographic trends to favour bleach

E-commerce suffers from a lack of competitive advantages

Inflation and raw material costs to exert upward pressure on prices

### CATEGORY DATA

Table 43 Sales of Bleach: Value 2017-2022

Table 44 Sales of Bleach: % Value Growth 2017-2022

Table 45 NBO Company Shares of Bleach: % Value 2018-2022

Table 46 LBN Brand Shares of Bleach: % Value 2019-2022

Table 47 Forecast Sales of Bleach: Value 2022-2027

Table 48 Forecast Sales of Bleach: % Value Growth 2022-2027

## TOILET CARE IN EGYPT

### KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Toilet care's performance is restricted as consumers prioritise purchases in a tough economic climate

Toilet liquids/foam players leverage affordability and availability to grow retail volume sales

E-commerce remains a marginal channel in toilet care

### PROSPECTS AND OPPORTUNITIES

Health awareness, affordability and population growth to be the main sales drivers of toilet care products

E-commerce and social media to play more significant roles in toilet liquids

Manufacturers to invest in added-value features and functions

### CATEGORY DATA

Table 49 Sales of Toilet Care by Category: Value 2017-2022

Table 50 Sales of Toilet Care by Category: % Value Growth 2017-2022

Table 51 NBO Company Shares of Toilet Care: % Value 2018-2022

Table 52 LBN Brand Shares of Toilet Care: % Value 2019-2022

Table 53 Forecast Sales of Toilet Care by Category: Value 2022-2027

Table 54 Forecast Sales of Toilet Care by Category: % Value Growth 2022-2027

## POLISHES IN EGYPT

### KEY DATA FINDINGS

### 2022 DEVELOPMENTS

The category maintains positive retail volume sales growth due to the performances of shoe and furniture polishes

Furniture care trend ensures residual demand for furniture polish but high prices and import constraints hit metal polish

Popularity of tiled floors and shift to economical alternatives reduce potential demand for floor polish

### PROSPECTS AND OPPORTUNITIES

Demographic trends and environmental and lifestyle factors to push sales of furniture polish and shoe polish

E-commerce to remain a weak channel for polishes

Polishes face competition from alternatives

### CATEGORY DATA

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Table 55 Sales of Polishes by Category: Value 2017-2022

Table 56 Sales of Polishes by Category: % Value Growth 2017-2022

Table 57 NBO Company Shares of Polishes: % Value 2018-2022

Table 58 LBN Brand Shares of Polishes: % Value 2019-2022

Table 59 Forecast Sales of Polishes by Category: Value 2022-2027

Table 60 Forecast Sales of Polishes by Category: % Value Growth 2022-2027

#### AIR CARE IN EGYPT

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Affordability underpins residual preference for the spray/aerosol format

Glade continues to dominate, although more affordable brands are on the rise

Spray/aerosol air fresheners and local brands penetrate e-commerce

##### PROSPECTS AND OPPORTUNITIES

Affordability to remain a key sales driver for air care as the variety of brands and products increases

Emerging demand for natural, toxin-free air fresheners, but consumer purchasing power remains under pressure

Stronger environmental focus could open the way for concentrated spray/aerosol air fresheners

##### CATEGORY DATA

Table 61 Sales of Air Care by Category: Value 2017-2022

Table 62 Sales of Air Care by Category: % Value Growth 2017-2022

Table 63 NBO Company Shares of Air Care: % Value 2018-2022

Table 64 LBN Brand Shares of Air Care: % Value 2019-2022

Table 65 Forecast Sales of Air Care by Category: Value 2022-2027

Table 66 Forecast Sales of Air Care by Category: % Value Growth 2022-2027

#### HOME INSECTICIDES IN EGYPT

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

The demand for home insecticides stabilises while rising prices spur retail value growth

Raid dominates electric insecticides as the competition fades away

Insecticides coils continues to grow demand although safety concerns remain

##### PROSPECTS AND OPPORTUNITIES

Urbanisation and a growing insect population to stimulate sales of home insecticides

Spray/aerosol to dominate as consumers appreciate its effectiveness against a broad spectrum of insects

Proximity of store-based retailers and lack of price advantage hinder e-commerce

##### CATEGORY DATA

Table 67 Sales of Home Insecticides by Category: Value 2017-2022

Table 68 Sales of Home Insecticides by Category: % Value Growth 2017-2022

Table 69 Sales of Spray/Aerosol Insecticides by Type: % Value 2017-2022

Table 70 NBO Company Shares of Home Insecticides: % Value 2018-2022

Table 71 LBN Brand Shares of Home Insecticides: % Value 2019-2022

Table 72 Forecast Sales of Home Insecticides by Category: Value 2022-2027

Table 73 Forecast Sales of Home Insecticides by Category: % Value Growth 2022-2027

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