

## **Global Home Care Market Report and Forecast 2023-2028**

Market Report | 2023-03-09 | 122 pages | EMR Inc.

### **AVAILABLE LICENSES:**

- Single User License \$2799.00
- Five User License \$3999.00
- Corporate License \$4999.00

### **Report description:**

Global Home Care Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the global home care market attained a value of USD 102566 million in 2022. Aided by the growing focus on hygiene and sanitation inside the house, the market is projected to further grow at a CAGR of 3.6% between 2023 and 2028 to reach a value of USD 126443.67 million by 2028.

Home care products refer to a wide range of consumer goods used for cleaning, disinfecting, and maintaining households. These goods include air fresheners, dishwashing detergents, and surface cleansers, among others. Home care items are necessary to maintain a clean, sanitary, and comfortable living space, which is critical for protecting the occupants' health and well-being. The global home care market growth is primarily driven by the growing demand for convenient and effective cleaning solutions. The rapid urbanisation, coupled with increasing disposable incomes and hectic lifestyles, has led to a greater need for efficient home care products that can simplify household tasks. This has resulted in the development and adoption of innovative and advanced cleaning solutions, which has bolstered the market growth.

Another significant factor increasing the growth of the global home care market demand is the rising consumer awareness regarding the importance of maintaining a clean and hygienic home. With the increasing prevalence of various infectious diseases and allergies, there is a growing focus on ensuring a healthy living environment. This has led to an increase in demand for home care products with disinfecting properties, which can effectively eliminate germs, bacteria, and other harmful microorganisms. Moreover, the growing environmental concerns have led to a shift towards eco-friendly home care products. Manufacturers are increasingly focusing on developing and offering sustainable and biodegradable products that minimises the environmental impact while maintaining their effectiveness. This shift towards environmentally friendly products has further fuelled the global home care market development.

In addition, the expansion of e-commerce platforms and the increasing internet penetration have made home care products more accessible to consumers worldwide. The convenience of online shopping, coupled with the availability of a wide range of products at competitive prices, has further accelerated the growth of the global home care market.

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

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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

## Market Segmentation

The market can be divided based on product, distribution channel, and region.

### Market Breakup by Product

- Kitchen Care
  - o□Dishwash Detergent
  - o□Rinse Aid
  - o□Degreaser
  - o□Oven and Grill Cleaner
  - o□Fresh Produce Wash
  - o□Others
- Household Care
  - o□Odour Control
  - o□Mattress Cleaner
  - o□Carpet Cleaner
  - o□Others
- Bathroom Care
  - o□Descaler
  - o□Bathroom Cleaner
  - o□Others

- Laundry Care
  - o□Liquid Laundry Detergent
  - o□Stain Remover
  - o□Others

### Market Breakup by Distribution Channel

- Supermarket and Hypermarket
- Convenience Stores
- Online Stores
- Others

### Market Breakup by Region

- North America
- EMEA
- Asia Pacific
- Latin America

### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the global home care companies. Some of the major key players explored in the report by Expert Market Research are as follows:

- Unilever Plc
- The Procter & Gamble Company
- Henkel AG & Co. KGaA
- Kao Corporation
- S.C. Johnson & Sons Inc.
- Natures Organics Pty Ltd
- George Weston Foods Limited
- Saraya Goodmaid Sdn. Bhd.
- Others

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

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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

## About Us

Acquire unparalleled access to critical industry insights with our comprehensive market research reports, meticulously prepared by a team of seasoned experts. These reports are designed to equip decision-makers with an in-depth understanding of prevailing market trends, competitive landscapes, and growth opportunities.

Our high-quality, data-driven analyses provide the essential framework for organisations seeking to make informed and strategic decisions in an increasingly complex and rapidly evolving business environment. By investing in our market research reports, you can ensure your organisation remains agile, proactive, and poised for success in today's competitive market.

Don't miss the opportunity to elevate your business intelligence and fortify your strategic planning. Secure your organization's future success by acquiring one of our Expert Market Research reports today.

\*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

## Table of Contents:

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
  - 3.1 Market Definition and Outlook
  - 3.2 Properties and Applications
  - 3.3 Market Analysis
  - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
  - 5.1 Overview
  - 5.2 Key Drivers
  - 5.3 Key Developments
  - 5.4 Competitive Structure
  - 5.5 Key Industrial Trends
- 6 Snapshot
  - 6.1 Global
  - 6.2 Regional
- 7 Industry Opportunities and Challenges
- 8 Global Home Care Market Analysis
  - 8.1 Key Industry Highlights
  - 8.2 Global Home Care Historical Market (2018-2022)
  - 8.3 Global Home Care Market Forecast (2023-2028)
  - 8.4 Global Home Care Market by Product
    - 8.4.1 Kitchen Care
      - 8.4.1.1 Market Share
      - 8.4.1.2 Historical Trend (2018-2022)
      - 8.4.1.3 Forecast Trend (2023-2028)
      - 8.4.1.4 Market by Type
        - 8.4.1.4.1 Dishwash Detergent
        - 8.4.1.4.2 Rinse Aid
        - 8.4.1.4.3 Degreaser
        - 8.4.1.4.4 Oven and Grill Cleaner

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

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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

- 8.4.1.4.5 Fresh Produce Wash
  - 8.4.1.4.6 Others
- 8.4.2 Household Care
  - 8.4.2.1 Market Share
  - 8.4.2.2 Historical Trend (2018-2022)
  - 8.4.2.3 Forecast Trend (2023-2028)
  - 8.4.2.4 Market by Type
    - 8.4.2.4.1 Odour Control
    - 8.4.2.4.2 Mattress Cleaner
    - 8.4.2.4.3 Carpet Cleaner
    - 8.4.2.4.4 Others
- 8.4.3 Bathroom Care
  - 8.4.3.1 Market Share
  - 8.4.3.2 Historical Trend (2018-2022)
  - 8.4.3.3 Forecast Trend (2023-2028)
  - 8.4.3.4 Market by Type
    - 8.4.3.4.1 Descaler
    - 8.4.3.4.2 Bathroom Cleaner
    - 8.4.3.4.3 Others
- 8.4.4 Laundry Care
  - 8.4.4.1 Market Share
  - 8.4.4.2 Historical Trend (2018-2022)
  - 8.4.4.3 Forecast Trend (2023-2028)
  - 8.4.4.4 Market by Type
    - 8.4.4.4.1 Liquid Laundry Detergent
    - 8.4.4.4.2 Stain Remover
    - 8.4.4.4.3 Others
- 8.5 Global Home Care Market by Distribution Channel
  - 8.5.1 Supermarket and Hypermarket
    - 8.5.1.1 Market Share
    - 8.5.1.2 Historical Trend (2018-2022)
    - 8.5.1.3 Forecast Trend (2023-2028)
  - 8.5.2 Convenience Stores
    - 8.5.2.1 Market Share
    - 8.5.2.2 Historical Trend (2018-2022)
    - 8.5.2.3 Forecast Trend (2023-2028)
  - 8.5.3 Online Stores
    - 8.5.3.1 Market Share
    - 8.5.3.2 Historical Trend (2018-2022)
    - 8.5.3.3 Forecast Trend (2023-2028)
  - 8.5.4 Others
- 8.6 Global Home Care Market by Region
  - 8.6.1 Market Share
    - 8.6.1.1 North America
    - 8.6.1.2 EMEA
    - 8.6.1.3 Asia Pacific
    - 8.6.1.4 Latin America

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

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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

- 9 Regional Analysis
  - 9.1 North America
    - 9.1.1 Historical Trend (2018-2022)
    - 9.1.2 Forecast Trend (2023-2028)
    - 9.1.3 Breakup by Country
      - 9.1.3.1 United States of America
      - 9.1.3.2 Canada
  - 9.2 EMEA
    - 9.2.1 Historical Trend (2018-2022)
    - 9.2.2 Forecast Trend (2023-2028)
    - 9.2.3 Breakup by Country
      - 9.2.3.1 Germany
      - 9.2.3.2 France
      - 9.2.3.3 United Kingdom
      - 9.2.3.4 Saudi Arabia
      - 9.2.3.5 South Africa
  - 9.3 Asia Pacific
    - 9.3.1 Historical Trend (2018-2022)
    - 9.3.2 Forecast Trend (2023-2028)
    - 9.3.3 Breakup by Country
      - 9.3.3.1 China
      - 9.3.3.2 India
      - 9.3.3.3 Japan
      - 9.3.3.4 Malaysia
      - 9.3.3.5 Australia and New Zealand
      - 9.3.3.6 Others
  - 9.4 Latin America
    - 9.4.1 Historical Trend (2018-2022)
    - 9.4.2 Forecast Trend (2023-2028)
    - 9.4.3 Breakup by Country
      - 9.4.3.1 Brazil
      - 9.4.3.2 Argentina
      - 9.4.3.3 Mexico
      - 9.4.3.4 Others
- 10 Market Dynamics
  - 10.1 SWOT Analysis
    - 10.1.1 Strengths
    - 10.1.2 Weaknesses
    - 10.1.3 Opportunities
    - 10.1.4 Threats
  - 10.2 Porter's Five Forces Analysis
    - 10.2.1 Supplier's Power
    - 10.2.2 Buyer's Power
    - 10.2.3 Threat of New Entrants
    - 10.2.4 Degree of Rivalry
    - 10.2.5 Threat of Substitutes
  - 10.3 Key Indicators for Demand

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

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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

- 10.4 Key Indicators for Price
- 11 Value Chain Analysis
- 12 Competitive Landscape
  - 12.1 Market Structure
  - 12.2 List of Leading Home Care Brands (By Region)
  - 12.3 Company Profiles
    - 12.3.1 Unilever Plc
      - 12.3.1.1 Company Overview
      - 12.3.1.2 Product Portfolio
      - 12.3.1.3 Demographic Reach and Achievements
      - 12.3.1.4 Certifications
    - 12.3.2 The Procter & Gamble Company
      - 12.3.2.1 Company Overview
      - 12.3.2.2 Product Portfolio
      - 12.3.2.3 Demographic Reach and Achievements
      - 12.3.2.4 Certifications
    - 12.3.3 Henkel AG & Co. KGaA
      - 12.3.3.1 Company Overview
      - 12.3.3.2 Product Portfolio
      - 12.3.3.3 Demographic Reach and Achievements
      - 12.3.3.4 Certifications
    - 12.3.4 Kao Corporation
      - 12.3.4.1 Company Overview
      - 12.3.4.2 Product Portfolio
      - 12.3.4.3 Demographic Reach and Achievements
      - 12.3.4.4 Certifications
    - 12.3.5 S.C. Johnson & Sons Inc.
      - 12.3.5.1 Company Overview
      - 12.3.5.2 Product Portfolio
      - 12.3.5.3 Demographic Reach and Achievements
      - 12.3.5.4 Certifications
    - 12.3.6 Natures Organics Pty Ltd
      - 12.3.6.1 Company Overview
      - 12.3.6.2 Product Portfolio
      - 12.3.6.3 Demographic Reach and Achievements
      - 12.3.6.4 Certifications
    - 12.3.7 George Weston Foods Limited
      - 12.3.7.1 Company Overview
      - 12.3.7.2 Product Portfolio
      - 12.3.7.3 Demographic Reach and Achievements
      - 12.3.7.4 Certifications
    - 12.3.8 Saraya Goodmaid Sdn. Bhd.
      - 12.3.8.1 Company Overview
      - 12.3.8.2 Product Portfolio
      - 12.3.8.3 Demographic Reach and Achievements
      - 12.3.8.4 Certifications
    - 12.3.9 Others

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

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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



## Global Home Care Market Report and Forecast 2023-2028

Market Report | 2023-03-09 | 122 pages | EMR Inc.

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 License	\$2799.00
	Five User License	\$3999.00
	Corporate License	\$4999.00
		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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-04"/>
		Signature	

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

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

www.scotts-international.com





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

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)  
[www.scotts-international.com](http://www.scotts-international.com)