

Home Care in Pakistan

Market Direction | 2023-07-07 | 53 pages | Euromonitor

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Report description:

There remained a healthy demand for home care in 2022 with sales seeing strong and steady growth in retail volume terms. However, while sales saw dynamic double-digit growth in current value terms this was to a large extent fuelled by the elevated inflation seen in Pakistan. With production and distribution costs rising sharply in 2022 due to various factors manufacturers were forced to pass some of these added costs onto the end consumer. With inflation also leading to a general increase in the...

Euromonitor International's Home Care in Pakistan 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 Pakistan
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List Of Contents And Tables

HOME CARE IN PAKISTAN

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

Table 7 Distribution of Home Care by Format and Category: % Value 2022

Table 8 Forecast Sales of Home Care by Category: Value 2022-2027

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

DISCLAIMER

SOURCES

Summary 1 Research Sources

LAUNDRY CARE IN PAKISTAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Laundry care continues to post strong growth in 2022 despite new challenges

Surf leads the way as multinationals dominate laundry care

Bonus and Brite target different ends of the market to give Colgate-Palmolive a wide reach

PROSPECTS AND OPPORTUNITIES

Bright outlook for laundry care with consumers expected to trade up

Rapid population growth and an improved economic scenario key to growth

Bar detergents likely to retain appeal despite losing share to automatic detergents

CATEGORY INDICATORS

Table 10 Household Possession of Washing Machines 2017-2022

CATEGORY DATA

Table 11 Sales of Laundry Care by Category: Value 2017-2022

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

Table 13 Sales of Laundry Aids by Category: Value 2017-2022

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

Table 15 Sales of Laundry Detergents by Category: Value 2017-2022

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

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

DISHWASHING IN PAKISTAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Population growth continues to fuel sales of dishwashing
 Max increases its dominance with trusted line of dishwashing products
 Vim continues to invest in marketing campaigns as it looks to raise its profile

PROSPECTS AND OPPORTUNITIES

Economic stability should support strong sales over the forecast period
 Automatic dishwashing unlikely to enter the mass market over the forecast period
 Liquids likely to see growing appeal but bars will continue to dominate

CATEGORY INDICATORS

Table 25 Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 26 Sales of Dishwashing by Category: Value 2017-2022
 Table 27 Sales of Dishwashing by Category: % Value Growth 2017-2022
 Table 28 NBO Company Shares of Dishwashing: % Value 2018-2022
 Table 29 LBN Brand Shares of Dishwashing: % Value 2019-2022
 Table 30 Forecast Sales of Dishwashing by Category: Value 2022-2027
 Table 31 Forecast Sales of Dishwashing by Category: % Value Growth 2022-2027

SURFACE CARE IN PAKISTAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Economic pressures limit stronger volume gains in 2022
 Finis remains the popular choice thanks to accessible prices
 Dettol looking to build on its germ-killing reputation

PROSPECTS AND OPPORTUNITIES

Surface care seen to have strong growth potential
 New opportunities could be found in rural areas in post-pandemic Pakistan
 Convenience set to play a stronger role in the purchasing decision over the forecast period

CATEGORY DATA

Table 32 Sales of Surface Care by Category: Value 2017-2022
 Table 33 Sales of Surface Care by Category: % Value Growth 2017-2022
 Table 34 NBO Company Shares of Surface Care: % Value 2018-2022
 Table 35 LBN Brand Shares of Surface Care: % Value 2019-2022
 Table 36 Forecast Sales of Surface Care by Category: Value 2022-2027
 Table 37 Forecast Sales of Surface Care by Category: % Value Growth 2022-2027

BLEACH IN PAKISTAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

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Bleach continues to thrive thanks to its well-known ability to keep homes clean and germ free

Robin Blue remains the dominant brand thanks to trusted reputation

Domestic player showing promise with popular Kiwi Kleen Bleach brand

PROSPECTS AND OPPORTUNITIES

Bleach likely to remain a key feature of consumers' shopping baskets

Little change expected in the competitive landscape

New product development expected as bleach comes under the microscope

CATEGORY DATA

Table 38 Sales of Bleach: Value 2017-2022

Table 39 Sales of Bleach: % Value Growth 2017-2022

Table 40 NBO Company Shares of Bleach: % Value 2018-2022

Table 41 LBN Brand Shares of Bleach: % Value 2019-2022

Table 42 Forecast Sales of Bleach: Value 2022-2027

Table 43 Forecast Sales of Bleach: % Value Growth 2022-2027

TOILET CARE IN PAKISTAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Toilet care sees stable growth thanks to increased hygiene awareness

Harpic invests in advertising to help drive demand for toilet care

Multinationals clean up in toilet care

PROSPECTS AND OPPORTUNITIES

Toilet care seen to be full of potential backed by urbanisation and a growing focus on hygiene

Toilet liquids/foam likely to remain the only significant category

Small local grocers likely to remain the key focus of toilet care players

CATEGORY DATA

Table 44 Sales of Toilet Care by Category: Value 2017-2022

Table 45 Sales of Toilet Care by Category: % Value Growth 2017-2022

Table 46 NBO Company Shares of Toilet Care: % Value 2018-2022

Table 47 LBN Brand Shares of Toilet Care: % Value 2019-2022

Table 48 Forecast Sales of Toilet Care by Category: Value 2022-2027

Table 49 Forecast Sales of Toilet Care by Category: % Value Growth 2022-2027

POLISHES IN PAKISTAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Easing of COVID-19 fears puts the shine on shoe polish sales

Guerlain Cheery Blossom and Kiwi the key players in polishes

Smaller lower-priced brands require further investment if they are to pick up steam

PROSPECTS AND OPPORTUNITIES

Polishes set to continue enjoying strong growth backed by an improving economy

Shoe polish continues to take big strides with consumers keen to present a professional and well-groomed appearance

Local players could find success by investing in metal, floor and furniture polish

CATEGORY DATA

Table 50 Sales of Polishes by Category: Value 2017-2022

Table 51 Sales of Polishes by Category: % Value Growth 2017-2022

Table 52 NBO Company Shares of Polishes: % Value 2018-2022

Table 53 LBN Brand Shares of Polishes: % Value 2019-2022

Table 54 Forecast Sales of Polishes by Category: Value 2022-2027

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Table 55 Forecast Sales of Polishes by Category: % Value Growth 2022-2027

AIR CARE IN PAKISTAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Air care continues to thrive despite economic pressures

King Air Fresheners leads the way with strong portfolio of affordable products

Distribution landscape shifting as consumers increasingly turn to modern retail options

PROSPECTS AND OPPORTUNITIES

Air care full of potential

Niche categories expected to see strong performances

Air care offers opportunities for local players and more sophisticated fragrances

CATEGORY DATA

Table 56 Sales of Air Care by Category: Value 2017-2022

Table 57 Sales of Air Care by Category: % Value Growth 2017-2022

Table 58 NBO Company Shares of Air Care: % Value 2018-2022

Table 59 LBN Brand Shares of Air Care: % Value 2019-2022

Table 60 Forecast Sales of Air Care by Category: Value 2022-2027

Table 61 Forecast Sales of Air Care by Category: % Value Growth 2022-2027

HOME INSECTICIDES IN PAKISTAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising awareness of the threat posed by insect borne diseases boosting demand for home insecticides

Mortein retains a strong lead backed by significant marketing investment

Local brands eye expansion opportunities with value-for-money alternatives

PROSPECTS AND OPPORTUNITIES

Climate change, population growth and urbanisation set to fuel strong demand for home insecticides

Households could turn to electric insecticides for safer and better solutions

Marketing and distribution key to the expansion of home insecticides

CATEGORY DATA

Table 62 Sales of Home Insecticides by Category: Value 2017-2022

Table 63 Sales of Home Insecticides by Category: % Value Growth 2017-2022

Table 64 NBO Company Shares of Home Insecticides: % Value 2018-2022

Table 65 LBN Brand Shares of Home Insecticides: % Value 2019-2022

Table 66 Forecast Sales of Home Insecticides by Category: Value 2022-2027

Table 67 Forecast Sales of Home Insecticides by Category: % Value Growth 2022-2027

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