

MENA Household Care Market Report and Forecast 2024-2032

Market Report | 2023-12-20 | 210 pages | EMR Inc.

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Report description:

MENA Household Care Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the MENA household care market grew significantly in 2023. Aided by the burgeoning middle class, urbanisation trends, and an increasing emphasis on hygiene and cleanliness, the market is projected to further grow at a CAGR of 5.2% between 2024 and 2032.

Household care products encompass a wide range of items including detergents, dishwashing liquids, disinfectants, and other cleaning agents. These products are essential for ensuring cleanliness, hygiene, and an overall pleasant living environment. The MENA region, characterised by its rapid economic growth and changing socio-cultural dynamics, has experienced a surge in the demand for these products, reflective of a shift towards a more urbanised and health-conscious populace.

Driving the MENA household care market growth is the rising awareness about health and hygiene, especially in the wake of global health crises. As populations grow more educated and informed, there's an evident tilt towards products that not only clean but also disinfect and safeguard against harmful microorganisms. This has led manufacturers to innovate and introduce products that cater to these evolving needs.

Urbanisation trends in the region, with more people moving to cities and leading busier lifestyles, have resulted in an uptick in the requirement for convenient, effective, and quick cleaning solutions which contribute to the MENA household care market demand. The rise in dual-income households, where both partners work, also influences purchasing decisions towards efficient and time-saving products.

Another significant factor bolstering the market in the MENA region is the influx of expatriates and the resultant cultural exchange. With a significant portion of the population in countries like the UAE and Qatar being expatriates, there's a demand for diverse products that cater to varied cleaning habits and preferences and further increase the MENA household care market size. On the innovation front, sustainability is emerging as a key focus area. With global and local emphasis on reducing plastic waste and environmental conservation, brands are under pressure to develop eco-friendly packaging and sustainable product formulations. Biodegradable products, refill stations, and concentrated formulations are some innovations making headway according to the MENA household care market analysis.

Market Segmentation □

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

Market Breakup by Product

- Laundry Detergents
- Laundry Additives
- Dishwashing
- Hard Surface Cleaners
- Toilet Care
- Others

Market Breakup by Distribution Channel

- B2B
 - o□ Institutional
 - o□ Hospitality and Hotels
 - o□ Healthcare
 - o□ Industrial
- B2C
 - o□ Standalone
 - o□ Supermarkets/Hypermarkets
 - o□ Online

Market Breakup by Country

- Saudi Arabia
- United Arab Emirates
- Iran
- Egypt
- Morocco
- Others

Competitive Landscape

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

- Unilever PLC
- Henkel AG & Co. KGaA
- Reckitt Benckiser Group plc.
- The Procter & Gamble Company
- Saudi Industrial Detergents Co. (SIDCO)
- The National Detergent Company SAOG (NDC)
- Arma
- Others

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