

Home Care in China

Market Direction | 2024-02-21 | 59 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

In China, retail value sales home care are estimated to have grown at a modest rate in 2023, after a recovery in 2022. Due to the resurgence of COVID-19 in early 2022, many cities and regions in China implemented strict control policies, forcing consumers to spend more time at home, which in turn increased demand for home care products. At the end of 2022, China lifted its COVID-19 restrictions, and consumers resumed outdoor activities, business trips, etc. Getting back to normal life in 2023 st...

Euromonitor International's Home Care in China 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 2028 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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Home Care in China
Euromonitor International
February 2024

List Of Contents And Tables

HOME CARE IN CHINA

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 1 Households 2018-2023

MARKET DATA

Table 2 Sales of Home Care by Category: Value 2018-2023

Table 3 Sales of Home Care by Category: % Value Growth 2018-2023

Table 4 NBO Company Shares of Home Care: % Value 2019-2023

Table 5 LBN Brand Shares of Home Care: % Value 2020-2023

Table 6 Distribution of Home Care by Format: % Value 2018-2023

Table 7 Distribution of Home Care by Format and Category: % Value 2023

Table 8 Forecast Sales of Home Care by Category: Value 2023-2028

Table 9 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

LAUNDRY CARE IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Laundry care category remains stable in 2023

Segmented detergents and laundry aids remain popular

Diversified product portfolios an advantage in a competitive market

PROSPECTS AND OPPORTUNITIES

Scented trend boosted by consumer consciousness and brand action

Extra care for families with pets and children - a new and niche trend in laundry care

CATEGORY INDICATORS

Table 10 Household Possession of Washing Machines 2018-2023

CATEGORY DATA

Table 11 Sales of Laundry Care by Category: Value 2018-2023

Table 12 Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 13 Sales of Laundry Aids by Category: Value 2018-2023

Table 14 Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 15 Sales of Laundry Detergents by Category: Value 2018-2023

Table 16 Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Laundry Care: % Value 2019-2023

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 18 LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 19 □NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 20 □LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 21 □NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 22 □LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 23 □Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 24 □Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

DISHWASHING IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flat growth for dishwashing in China as average unit price drops

Liby leads growth in hand dishwashing

PROSPECTS AND OPPORTUNITIES

Growth in automatic dishwashing powders will slow

Natural ingredient additives still in fashion for hand dishwashing products

CATEGORY INDICATORS

Table 25 Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 26 Sales of Dishwashing by Category: Value 2018-2023

Table 27 Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 28 NBO Company Shares of Dishwashing: % Value 2019-2023

Table 29 LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 30 Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 31 Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

SURFACE CARE IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Surface care sales maintain growth, driven by home care cleaning habits retained after COVID-19

Disinfection and sterilisation become prominent functions in surface care product advertising

Shanghai Johnson maintains the surface care market leader position

PROSPECTS AND OPPORTUNITIES

More diversified e-commerce channels and more intense price competition expected in different e-commerce channels

The prevalence of the "lazy economy" is predicted to drive sales of surface care products which are more convenient and efficient

CATEGORY DATA

Table 32 Sales of Surface Care by Category: Value 2018-2023

Table 33 Sales of Surface Care by Category: % Value Growth 2018-2023

Table 34 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 35 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 36 NBO Company Shares of Surface Care: % Value 2019-2023

Table 37 LBN Brand Shares of Surface Care: % Value 2020-2023

Table 38 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

Table 39 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

Table 40 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 41 □Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

BLEACH IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Domestic brands dominate sales of bleach

The share of online purchases of bleach is increasing rapidly

PROSPECTS AND OPPORTUNITIES

Consumers are paying more attention to the ingredients of bleach

The primary functions of bleach may gradually be replaced by other product categories in the future

CATEGORY DATA

Table 42 Sales of Bleach: Value 2018-2023

Table 43 Sales of Bleach: % Value Growth 2018-2023

Table 44 NBO Company Shares of Bleach: % Value 2019-2023

Table 45 LBN Brand Shares of Bleach: % Value 2020-2023

Table 46 Forecast Sales of Bleach: Value 2023-2028

Table 47 Forecast Sales of Bleach: % Value Growth 2023-2028

TOILET CARE IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Toilet care products carry on growth momentum in 2023

Mr Muscle maintains leading position

PROSPECTS AND OPPORTUNITIES

In-cistern devices favoured by Chinese consumers

Multifunctional products may hamper growth in toilet liquids/foam

CATEGORY DATA

Table 48 Sales of Toilet Care by Category: Value 2018-2023

Table 49 Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 50 NBO Company Shares of Toilet Care: % Value 2019-2023

Table 51 LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 52 Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 53 Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

POLISHES IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Moderate value growth for polishes in China

Concentration persists as profit margins decrease for polishes

PROSPECTS AND OPPORTUNITIES

Furniture polish to face declines as consumers shift from wooden furniture

Floor polish forecast to see growth slow down

CATEGORY DATA

Table 54 Sales of Polishes by Category: Value 2018-2023

Table 55 Sales of Polishes by Category: % Value Growth 2018-2023

Table 56 NBO Company Shares of Polishes: % Value 2019-2023

Table 57 LBN Brand Shares of Polishes: % Value 2020-2023

Table 58 Forecast Sales of Polishes by Category: Value 2023-2028

Table 59 Forecast Sales of Polishes by Category: % Value Growth 2023-2028

AIR CARE IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Air care products are maintaining growth, but a challenge to recover to pre-pandemic levels

The functionality of air care products has been prominently showcased in recent years

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

PROSPECTS AND OPPORTUNITIES

The rise of domestic fragrance brands is squeezing traditional air care brands

Increased car sales may drive the growth of car air fresheners in the future

Air care fragrance has been a crucial factor in attracting consumers, with traditional Chinese scents becoming particularly popular

CATEGORY DATA

Table 60 Sales of Air Care by Category: Value 2018-2023

Table 61 Sales of Air Care by Category: % Value Growth 2018-2023

Table 62 Sales of Air Care by Fragrance: Value Ranking 2021-2023

Table 63 NBO Company Shares of Air Care: % Value 2019-2023

Table 64 LBN Brand Shares of Air Care: % Value 2020-2023

Table 65 Forecast Sales of Air Care by Category: Value 2023-2028

Table 66 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

HOME INSECTICIDES IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Decline in sales of home insecticides continues in 2023

Electric insecticides see more growth than other subcategories

PROSPECTS AND OPPORTUNITIES

Personal care products may be a threat to home insecticides

Fragmented competition set to carry on in home insecticides

CATEGORY DATA

Table 67 Sales of Home Insecticides by Category: Value 2018-2023

Table 68 Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 69 Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023

Table 70 NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 71 LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 72 Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 73 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Home Care in China

Market Direction | 2024-02-21 | 59 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*	<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="2026-02-08"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com