

## **Home Care in Hong Kong, China**

Market Direction | 2024-03-13 | 61 pages | Euromonitor

### **AVAILABLE LICENSES:**

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

### **Report description:**

Overall home care in Hong Kong saw growth in current value terms in 2023, mainly due to the focus on a number of functionalities in products, such as antibacterial and deodorisation features, which added value to new product launches. Growth was primarily supported by innovations such as product formula upgrades and packaging design improvements amidst eco-friendly concerns. There were also several rounds of price adjustments, pushed by economic factors such as global inflationary pressure, along...

Euromonitor International's Home Care in Hong Kong, 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](mailto:support@scotts-international.com)

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

## Table of Contents:

Home Care in Hong Kong, China  
Euromonitor International  
March 2024

### List Of Contents And Tables

#### HOME CARE IN HONG KONG, 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 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 7 Distribution of Home Care by Format: % Value 2018-2023

Table 8 Distribution of Home Care by Format and Category: % Value 2023

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

Table 10 □Forecast Sales of Home Care by Category: % Value Growth 2023-2028

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### LAUNDRY CARE IN HONG KONG, CHINA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Laundry care sees a volume decline as consumers relax post-pandemic

Liquid tablet detergents and fabric fresheners see growth due to increased product availability and strong marketing campaigns

International brands continue to dominate laundry care

##### PROSPECTS AND OPPORTUNITIES

Post-pandemic, functionalities associated with health will remain popular

International brands forecast to further increase their foothold in laundry care

Consumption polarisation will maintain its momentum in Hong Kong

##### CATEGORY INDICATORS

Table 60 Household Possession of Washing Machines 2018-2023

##### CATEGORY DATA

Table 61 Sales of Laundry Care by Category: Value 2018-2023

Table 62 Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 63 Sales of Laundry Aids by Category: Value 2018-2023

Table 64 Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 65 Sales of Laundry Detergents by Category: Value 2018-2023

**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)

Table 66 Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 67 NBO Company Shares of Laundry Care: % Value 2019-2023

Table 68 LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 69 □NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 70 □LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 71 □NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 72 □LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 73 □Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 74 □Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

## DISHWASHING IN HONG KONG, CHINA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers seek hand dishwashing products with antibacterial properties

Growing shift towards automatic dishwashing tablets, although from a low base

Concern about residue from automatic dishwashing products

### PROSPECTS AND OPPORTUNITIES

Antibacterial/antiviral functionality set to be a mainstay in hand dishwashing

Increasing fragmentation as a result of new players offering sustainable products

E-commerce will increasingly become a mainstay for local consumers

### CATEGORY INDICATORS

Table 11 Household Possession of Dishwashers 2017-2022

### CATEGORY DATA

Table 12 Sales of Dishwashing by Category: Value 2018-2023

Table 13 Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 14 NBO Company Shares of Dishwashing: % Value 2019-2023

Table 15 LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 16 Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 17 Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

## SURFACE CARE IN HONG KONG, CHINA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Many smaller categories maintain strong growth rates and see new launches

Bathroom cleaners and home care disinfectants drive growth

E-commerce becomes increasingly popular

### PROSPECTS AND OPPORTUNITIES

Health habits set to endure post-pandemic

Domestic brands will endeavour to gain more traction in surface care

More products with antibacterial features and those containing baking soda expected over the forecast period

### CATEGORY DATA

Table 18 Sales of Surface Care by Category: Value 2018-2023

Table 19 Sales of Surface Care by Category: % Value Growth 2018-2023

Table 20 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 21 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 22 NBO Company Shares of Surface Care: % Value 2019-2023

Table 23 LBN Brand Shares of Surface Care: % Value 2020-2023

Table 24 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

Table 25 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

**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)

Table 26 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 27 □Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

## BLEACH IN HONG KONG, CHINA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Bleach continues to decline as pandemic demand ends

Odours and child safety concerns are also factors behind the decline of bleach

Bleach continues to be valued by many consumers and businesses

### PROSPECTS AND OPPORTUNITIES

Bleach expected to show a continued volume decline over the forecast period

Local players will continue to hold limited shares as international players continue to dominate

### CATEGORY DATA

Table 28 Sales of Bleach: Value 2018-2023

Table 29 Sales of Bleach: % Value Growth 2018-2023

Table 30 NBO Company Shares of Bleach: % Value 2019-2023

Table 31 LBN Brand Shares of Bleach: % Value 2020-2023

Table 32 Forecast Sales of Bleach: Value 2023-2028

Table 33 Forecast Sales of Bleach: % Value Growth 2023-2028

## TOILET CARE IN HONG KONG, CHINA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Toilet care demand steady as hygiene habits from the pandemic endure

Toilet liquids maintains the highest sales due to habit and efficacy

In-cistern devices and ITBs remain smaller categories

### PROSPECTS AND OPPORTUNITIES

Toilet care expected to see a slowing of growth over the forecast period

Smaller brands projected to gain share from SC Johnson

### CATEGORY DATA

Table 34 Sales of Toilet Care by Category: Value 2018-2023

Table 35 Sales of Toilet Care by Category: % Value Growth 2018-2023

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

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

Table 38 Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 39 Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

## POLISHES IN HONG KONG, CHINA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Despite a further decline for shoe polish, demand from certain consumer groups remains relevant

Sales of furniture polish and floor polish continue to decline

### PROSPECTS AND OPPORTUNITIES

Demand for polishes set to continue to fall as local consumers avoid polishing

Shoe polish will remain the largest category

International player SC Johnson will continue to account for the majority of sales

### CATEGORY DATA

Table 40 Sales of Polishes by Category: Value 2018-2023

Table 41 Sales of Polishes by Category: % Value Growth 2018-2023

Table 42 NBO Company Shares of Polishes: % Value 2019-2023

**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)

Table 43 LBN Brand Shares of Polishes: % Value 2020-2023

Table 44 Forecast Sales of Polishes by Category: Value 2023-2028

Table 45 Forecast Sales of Polishes by Category: % Value Growth 2023-2028

AIR CARE IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Air care continues to grow as habits established in the pandemic continue

Sales of car air fresheners continue to fall due to competition from other products

PROSPECTS AND OPPORTUNITIES

Trends across air care categories likely to remain similar in the forecast period

Local brands expected to gain stronger penetration of air care in the coming years

Retail e-commerce set to gain further growth momentum

CATEGORY DATA

Table 46 Sales of Air Care by Category: Value 2018-2023

Table 47 Sales of Air Care by Category: % Value Growth 2018-2023

Table 48 Sales of Air Care by Fragrance: Value Ranking 2021-2023

Table 49 NBO Company Shares of Air Care: % Value 2019-2023

Table 50 LBN Brand Shares of Air Care: % Value 2020-2023

Table 51 Forecast Sales of Air Care by Category: Value 2023-2028

Table 52 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

HOME INSECTICIDES IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth is maintained in home insecticides due to the desire for a healthy home environment

Spray/aerosol insecticides accounts for the highest retail value sales and maintains growth

All other categories see declines

PROSPECTS AND OPPORTUNITIES

Trends seen in 2023 are set to continue over the forecast period

Natural ingredient home insecticides will see a spike in demand due to child-friendly, healthier image

Retail e-commerce will help maintain growth for home insecticides

CATEGORY DATA

Table 53 Sales of Home Insecticides by Category: Value 2018-2023

Table 54 Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 55 Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023

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

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

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

Table 59 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](mailto:support@scotts-international.com)

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

## Home Care in Hong Kong, China

Market Direction | 2024-03-13 | 61 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="2025-06-25"/>
		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