

## **Home Care in Sri Lanka**

Market Direction | 2025-02-10 | 49 pages | Euromonitor

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### **Report description:**

Home care in Sri Lanka evolved in 2024. Economic trends and health and hygiene awareness shaped demand. Overall, retail volume sales rebounded, as the average retail current unit price decreased, after hikes in 2022 and 2023. As inflationary pressure fell sharply, players lowered or slowed price increases to pique the interest of consumers. While price and essentials were the key factors for many consumers, some traded-up to products offered in modern formats, such as liquid, gel and electric.

Euromonitor International's Home Care in Sri Lanka 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 2029 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 Sri Lanka  
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List Of Contents And Tables

HOME CARE IN SRI LANKA

EXECUTIVE SUMMARY

Home care in 2024: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

What next for home care?

CHART 1 Home Care: Small Grocer

CHART 2 Home Care: Supermarket

MARKET DATA

Table 1 Sales of Home Care by Category: Value 2019-2024

Table 2 Sales of Home Care by Category: % Value Growth 2019-2024

Table 3 NBO Company Shares of Home Care: % Value 2020-2024

Table 4 LBN Brand Shares of Home Care: % Value 2021-2024

Table 5 Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 6 Distribution of Home Care by Format: % Value 2019-2024

Table 7 Distribution of Home Care by Format and Category: % Value 2024

Table 8 Forecast Sales of Home Care by Category: Value 2024-2029

Table 9 Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

LAUNDRY CARE

2024 Developments

Prospects and Opportunities

Category Data

Table 10 Sales of Laundry Care by Category: Value 2019-2024

Table 11 Sales of Laundry Care by Category: % Value Growth 2019-2024

Table 12 Sales of Laundry Aids by Category: Value 2019-2024

Table 13 Sales of Laundry Aids by Category: % Value Growth 2019-2024

Table 14 Sales of Laundry Detergents by Category: Value 2019-2024

Table 15 Sales of Laundry Detergents by Category: % Value Growth 2019-2024

Table 16 NBO Company Shares of Laundry Care: % Value 2020-2024

Table 17 LBN Brand Shares of Laundry Care: % Value 2021-2024

Table 18 Forecast Sales of Laundry Care by Category: Value 2024-2029

Table 19 Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

DISHWASHING

Table 20 Sales of Dishwashing by Category: Value 2019-2024

Table 21 Sales of Dishwashing by Category: % Value Growth 2019-2024

Table 22 NBO Company Shares of Dishwashing: % Value 2020-2024

Table 23 LBN Brand Shares of Dishwashing: % Value 2021-2024

Table 24 Forecast Sales of Dishwashing by Category: Value 2024-2029

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Table 25 □Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

#### SURFACE CARE

Table 26 □Sales of Surface Care by Category: Value 2019-2024

Table 27 □Sales of Surface Care by Category: % Value Growth 2019-2024

Table 28 □Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024

Table 29 □Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024

Table 30 □NBO Company Shares of Surface Care: % Value 2020-2024

Table 31 □LBN Brand Shares of Surface Care: % Value 2021-2024

Table 32 □Forecast Sales of Surface Care by Category: Value 2024-2029

Table 33 □Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

#### BLEACH

Table 34 □Sales of Bleach: Value 2019-2024

Table 35 □Sales of Bleach: % Value Growth 2019-2024

Table 36 □NBO Company Shares of Bleach: % Value 2020-2024

Table 37 □LBN Brand Shares of Bleach: % Value 2021-2024

Table 38 □Forecast Sales of Bleach: Value 2024-2029

Table 39 □Forecast Sales of Bleach: % Value Growth 2024-2029

#### TOILET CARE

Table 40 □Sales of Toilet Care by Category: Value 2019-2024

Table 41 □Sales of Toilet Care by Category: % Value Growth 2019-2024

Table 42 □NBO Company Shares of Toilet Care: % Value 2020-2024

Table 43 □LBN Brand Shares of Toilet Care: % Value 2021-2024

Table 44 □Forecast Sales of Toilet Care by Category: Value 2024-2029

Table 45 □Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

#### POLISHES

Table 46 □Sales of Polishes by Category: Value 2019-2024

Table 47 □Sales of Polishes by Category: % Value Growth 2019-2024

Table 48 □NBO Company Shares of Polishes: % Value 2020-2024

Table 49 □LBN Brand Shares of Polishes: % Value 2021-2024

Table 50 □Forecast Sales of Polishes by Category: Value 2024-2029

Table 51 □Forecast Sales of Polishes by Category: % Value Growth 2024-2029

#### AIR CARE

Table 52 □Sales of Air Care by Category: Value 2019-2024

Table 53 □Sales of Air Care by Category: % Value Growth 2019-2024

Table 54 □NBO Company Shares of Air Care: % Value 2020-2024

Table 55 □LBN Brand Shares of Air Care: % Value 2021-2024

Table 56 □Forecast Sales of Air Care by Category: Value 2024-2029

Table 57 □Forecast Sales of Air Care by Category: % Value Growth 2024-2029

#### HOME INSECTICIDES

Table 58 □Sales of Home Insecticides by Category: Value 2019-2024

Table 59 □Sales of Home Insecticides by Category: % Value Growth 2019-2024

Table 60 □NBO Company Shares of Home Insecticides: % Value 2020-2024

Table 61 □LBN Brand Shares of Home Insecticides: % Value 2021-2024

Table 62 □Forecast Sales of Home Insecticides by Category: Value 2024-2029

Table 63 □Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

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