

Home Care in the United Arab Emirates

Market Direction | 2025-02-05 | 57 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2675.00
- Multiple User License (1 Site) €5350.00
- Multiple User License (Global) €8025.00

Report description:

In 2024, home care in the United Arab Emirates witnessed a further shift in consumer preferences, influenced by inflation, convenience, and sustainability concerns. Local consumers have been searching for affordable options, supporting the sales growth of private label. In response, key brands from the likes of Unilever and Procter & Gamble focused on promotions and competitive pricing to maintain their positions in the local market.

Euromonitor International's Home Care in United Arab Emirates 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.

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 the United Arab Emirates

Euromonitor International

February 2025

List Of Contents And Tables

HOME CARE IN THE UNITED ARAB EMIRATES

EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 1 Households 2019-2024

MARKET DATA

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

Table 3 Sales of Home Care by Category: % Value Growth 2019-2024

Table 4 NBO Company Shares of Home Care: % Value 2020-2024

Table 5 LBN Brand Shares of Home Care: % Value 2021-2024

Table 6 Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 7 Distribution of Home Care by Format: % Value 2019-2024

Table 8 Distribution of Home Care by Format and Category: % Value 2024

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

Table 10 □Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

LAUNDRY CARE IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers seek value for money as demand for concentrated options grows

Multifunctional products gain popularity amid inflation and rising costs

Procter & Gamble strengthens leadership but private label retains popularity

PROSPECTS AND OPPORTUNITIES

Laundry care set to expand as demand for concentrated liquid detergents gains traction

Shift in consumer preferences towards eco-friendly options

Detergent tablets expected to see huge demand

CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2019-2024

CATEGORY DATA

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

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

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

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

Table 16 Sales of Laundry Detergents by Category: Value 2019-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- Table 17 Sales of Laundry Detergents by Category: % Value Growth 2019-2024
- Table 18 Sales of In-Wash Spot and Stain Removers by Type: % Value Breakdown 2019-2024
- Table 19 NBO Company Shares of Laundry Care: % Value 2020-2024
- Table 20 □LBN Brand Shares of Laundry Care: % Value 2021-2024
- Table 21 □NBO Company Shares of Laundry Aids: % Value 2020-2024
- Table 22 □LBN Brand Shares of Laundry Aids: % Value 2021-2024
- Table 23 □NBO Company Shares of Laundry Detergents: % Value 2020-2024
- Table 24 □LBN Brand Shares of Laundry Detergents: % Value 2021-2024
- Table 25 □Forecast Sales of Laundry Care by Category: Value 2024-2029
- Table 26 □Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

DISHWASHING IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Promotions and discounts help drive volume growth
- Demand for cost-effective dishwashing products drives growth of private label
- Key brands aim to increase consumer awareness and sales with various strategies

PROSPECTS AND OPPORTUNITIES

- Hand dishwashing to remain dominant, while automatic dishwashing will further expand
- Growth potential for dishwashing additives with rising disposable incomes
- Brands to expand eco-friendly offerings as consumer demand increases

CATEGORY INDICATORS

- Table 27 Household Possession of Dishwashers 2019-2024

CATEGORY DATA

- Table 28 Sales of Dishwashing by Category: Value 2019-2024
- Table 29 Sales of Dishwashing by Category: % Value Growth 2019-2024
- Table 30 NBO Company Shares of Dishwashing: % Value 2020-2024
- Table 31 LBN Brand Shares of Dishwashing: % Value 2021-2024
- Table 32 Forecast Sales of Dishwashing by Category: Value 2024-2029
- Table 33 Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

SURFACE CARE IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Demand for multi-purpose cleaners surges as specialised options stagnate
- Rising demand for premium surface care in local market
- Private label remains attractive and popular among low-income consumers

PROSPECTS AND OPPORTUNITIES

- Multifunctionality to drive surface care over the forecast period
- Local players set to compete with multinationals as demand for premium options continues to grow
- Private label offers further growth potential as affordable option

CATEGORY DATA

- Table 34 Sales of Surface Care by Category: Value 2019-2024
- Table 35 Sales of Surface Care by Category: % Value Growth 2019-2024
- Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024
- Table 37 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024
- Table 38 NBO Company Shares of Surface Care: % Value 2020-2024
- Table 39 LBN Brand Shares of Surface Care: % Value 2021-2024
- Table 40 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 41 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2021-2024

Table 42 Forecast Sales of Surface Care by Category: Value 2024-2029

Table 43 Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

BLEACH IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slow growth amid consumers' shifting preferences

Growing popularity of bleach pods and tablets

Rising inflation encourages price-sensitive consumers to choose value packs

PROSPECTS AND OPPORTUNITIES

Maturity to slow category growth, with players likely to innovate

Strategies to maintain share amid slowing bleach demand

Product innovation set to remain key among players

CATEGORY DATA

Table 44 Sales of Bleach: Value 2019-2024

Table 45 Sales of Bleach: % Value Growth 2019-2024

Table 46 NBO Company Shares of Bleach: % Value 2020-2024

Table 47 LBN Brand Shares of Bleach: % Value 2021-2024

Table 48 Forecast Sales of Bleach: Value 2024-2029

Table 49 Forecast Sales of Bleach: % Value Growth 2024-2029

TOILET CARE IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2024 DEVELOPMENTS

Continued innovation as a strategy to boost toilet care sales

Premiumisation of toilet care in the local market

Consumers turn to multifunctional toilet care for greater value

PROSPECTS AND OPPORTUNITIES

Inflation to continue to influence demand for toilet care over early forecast period

Premium toilet care solutions to drive demand and innovation

Sustainability set to take centre stage over the forecast period

CATEGORY DATA

Table 50 Sales of Toilet Care by Category: Value 2019-2024

Table 51 Sales of Toilet Care by Category: % Value Growth 2019-2024

Table 52 NBO Company Shares of Toilet Care: % Value 2020-2024

Table 53 LBN Brand Shares of Toilet Care: % Value 2021-2024

Table 54 Forecast Sales of Toilet Care by Category: Value 2024-2029

Table 55 Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

POLISHES IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slow performance amid inflation, with polishes viewed as non-essential purchase

Growth of specialised polishes as demand for luxury goods expands

Shoe polish struggles amid casualisation trend

PROSPECTS AND OPPORTUNITIES

Metal polish set to regain growth momentum

Growing demand for premium furniture polish

Multifunctional polishes set to gain popularity amid changing consumer preferences

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

CATEGORY DATA

Table 56 Sales of Polishes by Category: Value 2019-2024

Table 57 Sales of Polishes by Category: % Value Growth 2019-2024

Table 58 NBO Company Shares of Polishes: % Value 2020-2024

Table 59 LBN Brand Shares of Polishes: % Value 2021-2024

Table 60 Forecast Sales of Polishes by Category: Value 2024-2029

Table 61 Forecast Sales of Polishes by Category: % Value Growth 2024-2029

AIR CARE IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price-sensitive consumers continue to influence demand for air care

Spray/aerosol remains most popular format

Improving performances for car and electric air fresheners

PROSPECTS AND OPPORTUNITIES

Stable performance but air care will see increasing preference for alternative options

Reed diffusers set to gain popularity

Category sales to be further boosted by e-commerce

CATEGORY DATA

Table 62 Sales of Air Care by Category: Value 2019-2024

Table 63 Sales of Air Care by Category: % Value Growth 2019-2024

Table 64 Sales of Air Care by Fragrance: Value Ranking 2022-2024

Table 65 NBO Company Shares of Air Care: % Value 2020-2024

Table 66 LBN Brand Shares of Air Care: % Value 2021-2024

Table 67 Forecast Sales of Air Care by Category: Value 2024-2029

Table 68 Forecast Sales of Air Care by Category: % Value Growth 2024-2029

HOME INSECTICIDES IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cost-sensitive consumers seek value-driven pest control solutions

Players innovate to meet growing demand for eco-friendly and safer products

Product diversity and significant price reductions help stimulate volume sales

PROSPECTS AND OPPORTUNITIES

Stronger emergence of private label expected over the forecast period

Shift towards sustainable packaging in home insecticides

Expansion of local home insecticides

CATEGORY DATA

Table 69 Sales of Home Insecticides by Category: Value 2019-2024

Table 70 Sales of Home Insecticides by Category: % Value Growth 2019-2024

Table 71 Sales of Spray/Aerosol Insecticides by Type: % Value 2019-2024

Table 72 NBO Company Shares of Home Insecticides: % Value 2020-2024

Table 73 LBN Brand Shares of Home Insecticides: % Value 2021-2024

Table 74 Forecast Sales of Home Insecticides by Category: Value 2024-2029

Table 75 Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

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 the United Arab Emirates

Market Direction | 2025-02-05 | 57 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	€2675.00
	Multiple User License (1 Site)	€5350.00
	Multiple User License (Global)	€8025.00
		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="2025-05-08"/>
		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