

Laundry Care in Israel

Market Direction | 2025-02-05 | 22 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

In 2024, laundry care in Israel was impacted by category-wide price rises. Unilever, which faced notable consumer pushback in 2022 when Shufersal stopped selling its products over price hikes, took a more restrained approach in 2023 and early 2024 by avoiding further global price increases. This was in contrast to other players that pushed up their prices during the same period. In May 2024, Henkel announced an increase in prices, including an 18% rise in the cost of Persil detergent. This move...

Euromonitor International's Laundry Care in Israel 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: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Laundry 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:

Laundry Care in Israel
Euromonitor International
February 2025

List Of Contents And Tables

LAUNDRY CARE IN ISRAEL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Prices rise across laundry care category in 2024

San Bruno maintains category leadership, while new product launches help to generate consumer interest and sustain sales

Unilever moves production from Turkey to Israel

PROSPECTS AND OPPORTUNITIES

Prices to rise further in early forecast period

Convenience trend remains central to development

Gel tablets expected to garner greater interest at the expense of powder tablets, while e-commerce and discounters see further expansion

CATEGORY INDICATORS

Table 1 Household Possession of Washing Machines 2019-2024

CATEGORY DATA

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

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

Table 4 Sales of Laundry Aids by Category: Value 2019-2024

Table 5 Sales of Laundry Aids by Category: % Value Growth 2019-2024

Table 6 Sales of Laundry Detergents by Category: Value 2019-2024

Table 7 Sales of Laundry Detergents by Category: % Value Growth 2019-2024

Table 8 Sales of In-Wash Spot and Stain Removers by Type: % Value Breakdown 2019-2024

Table 9 NBO Company Shares of Laundry Care: % Value 2020-2024

Table 10 □LBN Brand Shares of Laundry Care: % Value 2021-2024

Table 11 □NBO Company Shares of Laundry Aids: % Value 2020-2024

Table 12 □LBN Brand Shares of Laundry Aids: % Value 2021-2024

Table 13 □NBO Company Shares of Laundry Detergents: % Value 2020-2024

Table 14 □LBN Brand Shares of Laundry Detergents: % Value 2021-2024

Table 15 □Forecast Sales of Laundry Care by Category: Value 2024-2029

Table 16 □Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

HOME CARE IN ISRAEL

EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 17 Households 2019-2024

MARKET DATA

Table 18 Sales of Home Care 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 19 Sales of Home Care by Category: % Value Growth 2019-2024

Table 20 NBO Company Shares of Home Care: % Value 2020-2024

Table 21 LBN Brand Shares of Home Care: % Value 2021-2024

Table 22 Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 23 Distribution of Home Care by Format: % Value 2019-2024

Table 24 Distribution of Home Care by Format and Category: % Value 2024

Table 25 Forecast Sales of Home Care by Category: Value 2024-2029

Table 26 □Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Laundry Care in Israel

Market Direction | 2025-02-05 | 22 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	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		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="2025-06-26"/>
		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