

Laundry Care in Saudi Arabia

Market Direction | 2025-02-05 | 25 pages | Euromonitor

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Report description:

In 2024, laundry care in Saudi Arabia benefitted from the expansion of products carrying progressive stain removal and anti-bacterial claims. Products that feature advanced formulas aimed at removing tough stains are increasingly perceived as essential purchases, with those that effectively target food and oil blemishes particularly valued. Alongside their stain removal capabilities, many detergents now highlight anti-bacterial properties - a claim gaining significant traction in the category. A...

Euromonitor International's Laundry Care in Saudi Arabia 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.

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Table of Contents:

Laundry Care in Saudi Arabia
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List Of Contents And Tables

LAUNDRY CARE IN SAUDI ARABIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Laundry care sees sales supported by claims of superior efficacy in 2024
Consumers show rising interest in exclusive and long-lasting scents, while players invest more in concentrated liquid detergents
Fabric fresheners and private label expand

PROSPECTS AND OPPORTUNITIES

Forecast period will see more collaborations and sustainability initiatives within laundry care
Innovation driven by lifestyle trends as concentrated liquid detergents expands further
Consumers to show greater interest in local brands, while e-commerce goes from strength to strength

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 SAUDI ARABIA

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
- 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

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SOURCES

Summary 1 Research Sources

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