

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.

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Consumers show rising interest in exclusive and long-lasting scents, while players invest more in concentrated liquid detergents

Fabric fresheners and private label expand

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Forecast period will see more collaborations and sustainability initiatives within laundry care

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