

## **Laundry Care in the United Arab Emirates**

Market Direction | 2025-02-05 | 20 pages | Euromonitor

### **AVAILABLE LICENSES:**

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

### **Report description:**

Local consumers are increasingly seeking value for money, driving the demand for concentrated laundry care in the United Arab Emirates. With rising costs due to inflation, consumers are looking for solutions that not only last longer but also offer better value. Concentrated products allow them to use less product for the same results, which helps them to save money in the longer term.

Euromonitor International's Laundry 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: 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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Table of Contents:**

Laundry Care in the United Arab Emirates  
Euromonitor International  
February 2025

List Of Contents And Tables

**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 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 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 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

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Laundry Care in the United Arab Emirates

Market Direction | 2025-02-05 | 20 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="2025-05-07"/>
		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