

Household Products in Singapore

Industry Report | 2025-06-05 | 42 pages | MarketLine

AVAILABLE LICENSES:

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

Report description:

Household Products in Singapore

Summary

Household Products in Singapore industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The household products market includes retail sales of textile washing products, tissue & hygiene, dishwashing products, general purpose cleaners, insecticides, and others. The scope of others includes air fresheners, bleach, furniture & floor polish, shoe polish, scouring products and toilet care. Market volume represents retail sales volume. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2024 exchange rates.
- The Singaporean household products market recorded revenues of \$420.3 million in 2024, representing a compound annual growth rate (CAGR) of 3.4% between 2019-24.
- Market consumption volume increased with a CAGR of 1.9% between 2019-24, reaching a total of 65.6 million units in 2024.
- The moderate growth of the Singaporean household products market during 2019-24 can be attributed to the steady economic performance, high urbanization, and a strong emphasis on hygiene and home organization.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the household products market in Singapore

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the household products market in Singapore
- Leading company profiles reveal details of key household products market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Singapore household products market with five year forecasts

Reasons to Buy

- What was the size of the Singapore household products market by value in 2024?
- What will be the size of the Singapore household products market in 2029?
- What factors are affecting the strength of competition in the Singapore household products market?
- How has the market performed over the last five years?
- What are the main segments that make up Singapore's household products market?

Table of Contents:

- Table of Contents
- 1 Executive Summary
 - 1.1. Market value
 - 1.2. Market value forecast
 - 1.3. Market volume
 - 1.4. Market volume forecast
 - 1.5. Category segmentation
 - 1.6. Geography segmentation
 - 1.7. Market share
 - 1.8. Market rivalry
 - 1.9. Competitive landscape
- 2 Market Overview
 - 2.1. Market definition
 - 2.2. Market analysis
- 3 Market Data
 - 3.1. Market value
 - 3.2. Market volume
- 4 Market Segmentation
 - 4.1. Category segmentation
 - 4.2. Geography segmentation
 - 4.3. Market distribution
- 5 Market Outlook
 - 5.1. Market value forecast
 - 5.2. Market volume forecast
- 6 Five Forces Analysis
 - 6.1. Summary
 - 6.2. Buyer power
 - 6.3. Supplier power
 - 6.4. New entrants
 - 6.5. Threat of substitutes
 - 6.6. Degree of rivalry
- 7 Competitive Landscape

7.1. Market share

7.2. Who are the leading players in the Singaporean household products market?

7.3. Which companies have been most successful in increasing their market shares during 2019-24?

7.4. Which companies market shares have suffered over the same period?

7.5. What are the most popular brands in the Singaporean household products market?

7.6. What have been the most significant M&A deals in the Singaporean household products market during 2024?

8 Company Profiles

8.1. Reckitt Benckiser Group Plc

8.2. Salim Group

8.3. Unilever Plc

8.4. Lion Corp

9 Macroeconomic Indicators

9.1. Country data

10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Household Products in Singapore

Industry Report | 2025-06-05 | 42 pages | MarketLine

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 (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		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="2026-02-07"/>
		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