



Euromonitor
International

Laundry Care in South Africa

February 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Affordability challenges place pressure on laundry care
- Increasing popularity of cold wash cycles as energy prices soar
- Standard powder detergents remains popular

PROSPECTS AND OPPORTUNITIES

- Further solid growth for laundry care over the forecast period
- Demand for fabric softeners to stay strong as consumers buy mood-enhancing products
- Private label offers further growth potential

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

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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/laundry-care-in-south-africa/report.