

Home Care in Hong Kong, China

February 2025

Table of Contents

Home Care in Hong Kong, China

EXECUTIVE SUMMARY

Home care in 2024: The big picture 2024 key trends Competitive landscape Retailing developments What next for home care?

MARKET INDICATORS

Table 1 - Households 2019-2024

MARKET DATA

Table 2 - Sales of Home Care by Category: Value 2019-2024
Table 3 - Sales of Home Care by Category: % Value Growth 2019-2024
Table 4 - NBO Company Shares of Home Care: % Value 2020-2024
Table 5 - LBN Brand Shares of Home Care: % Value 2021-2024
Table 6 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
Table 7 - Distribution of Home Care by Format: % Value 2019-2024
Table 8 - Distribution of Home Care by Format and Category: % Value 2024
Table 9 - Forecast Sales of Home Care by Category: % Value 2024-2029
Table 10 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Air Care in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stable demand for air care as consumer habits persist post-pandemic Sales of car air fresheners continue to fall due to competition from other products Retail e-commerce gains further growth momentum

PROSPECTS AND OPPORTUNITIES

Established trends across air care likely to be retained over the forecast period Local brands expected to gain stronger penetration of air care in the coming years

CATEGORY DATA

- Table 11 Sales of Air Care by Category: Value 2019-2024
- Table 12 Sales of Air Care by Category: % Value Growth 2019-2024
- Table 13 Sales of Air Care by Fragrance: Value Ranking 2022-2024
- Table 14 NBO Company Shares of Air Care: % Value 2020-2024
- Table 15 LBN Brand Shares of Air Care: % Value 2021-2024
- Table 16 Forecast Sales of Air Care by Category: Value 2024-2029
- Table 17 Forecast Sales of Air Care by Category: % Value Growth 2024-2029

Bleach in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Bleach continues to decline post-pandemic

Odours and child safety concerns are also factors behind the decline of bleach Despite negative trajectory, many local consumers continue to value bleach

PROSPECTS AND OPPORTUNITIES

Further fall in demand for bleach over the forecast period International players to retain dominance, leaving limited room for local brands

CATEGORY DATA

Table 18 - Sales of Bleach: Value 2019-2024Table 19 - Sales of Bleach: % Value Growth 2019-2024Table 20 - NBO Company Shares of Bleach: % Value 2020-2024Table 21 - LBN Brand Shares of Bleach: % Value 2021-2024Table 22 - Forecast Sales of Bleach: Value 2024-2029Table 23 - Forecast Sales of Bleach: % Value Growth 2024-2029

Dishwashing in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers continue to seek products with antibacterial properties Growing shift towards automatic dishwashing Concerns about residue from automatic dishwashing products

PROSPECTS AND OPPORTUNITIES

Further focus on antibacterial/antiviral functionality within hand dishwashing Increasingly fragmented competitive landscape as newer players lead sustainable innovation drive E-commerce to become a mainstay for many local consumers

CATEGORY INDICATORS

Table 24 - Household Possession of Dishwashers 2019-2024

CATEGORY DATA

- Table 25 Sales of Dishwashing by Category: Value 2019-2024
- Table 26 Sales of Dishwashing by Category: % Value Growth 2019-2024
- Table 27 NBO Company Shares of Dishwashing: % Value 2020-2024
- Table 28 LBN Brand Shares of Dishwashing: % Value 2021-2024
- Table 29 Forecast Sales of Dishwashing by Category: Value 2024-2029
- Table 30 Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

Home Insecticides in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Low growth for home insecticides as consumers maintain healthy living environments Spray/aerosol insecticides remains most popular format due to established use and affordability Weak performances for other formats of home insecticides

PROSPECTS AND OPPORTUNITIES

Home insecticides to maintain certain trends over the forecast period Use of natural ingredients set to gain momentum as consumers demand perceived healthier insecticide solutions Retail e-commerce set to gain further share of distribution

CATEGORY DATA

- Table 31 Sales of Home Insecticides by Category: Value 2019-2024
- Table 32 Sales of Home Insecticides by Category: % Value Growth 2019-2024
- Table 33 Sales of Spray/Aerosol Insecticides by Type: % Value 2019-2024
- Table 34 NBO Company Shares of Home Insecticides: % Value 2020-2024
- Table 35 LBN Brand Shares of Home Insecticides: % Value 2021-2024
- Table 36 Forecast Sales of Home Insecticides by Category: Value 2024-2029
- Table 37 Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

Laundry Care in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Laundry care remains under pressure from mobility, maturity and pricing pressures Liquid tablet detergents continues strong performance in local market International brands remain popular as expatriates slowly return

PROSPECTS AND OPPORTUNITIES

Further focus on functionality associated with health concerns Consumption polarisation will maintain its momentum in Hong Kong International brands set to strengthen their foothold in local market

CATEGORY INDICATORS

Table 38 - Household Possession of Washing Machines 2019-2024

CATEGORY DATA

Table 39 - Sales of Laundry Care by Category: Value 2019-2024Table 40 - Sales of Laundry Care by Category: % Value Growth 2019-2024Table 41 - Sales of Laundry Aids by Category: Value 2019-2024Table 42 - Sales of Laundry Detergents by Category: Value 2019-2024Table 43 - Sales of Laundry Detergents by Category: Value 2019-2024Table 44 - Sales of Laundry Detergents by Category: % Value Growth 2019-2024Table 45 - Sales of Laundry Detergents by Category: % Value Growth 2019-2024Table 46 - NBO Company Shares of Laundry Care: % Value 2020-2024Table 47 - LBN Brand Shares of Laundry Care: % Value 2021-2024Table 49 - LBN Brand Shares of Laundry Aids: % Value 2021-2024Table 50 - NBO Company Shares of Laundry Detergents: % Value 2020-2024Table 51 - LBN Brand Shares of Laundry Detergents: % Value 2021-2024Table 51 - LBN Brand Shares of Laundry Detergents: % Value 2021-2024Table 51 - LBN Brand Shares of Laundry Detergents: % Value 2021-2024Table 51 - LBN Brand Shares of Laundry Detergents: % Value 2021-2024Table 51 - LBN Brand Shares of Laundry Detergents: % Value 2021-2024Table 51 - LBN Brand Shares of Laundry Detergents: % Value 2021-2024Table 51 - LBN Brand Shares of Laundry Detergents: % Value 2021-2024Table 51 - LBN Brand Shares of Laundry Detergents: % Value 2021-2024Table 52 - Forecast Sales of Laundry Care by Category: Value 2024-2029Table 53 - Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

Polishes in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Despite further decline for shoe polish, demand from certain consumers remains relevant Demand for furniture polish and floor polish continues to fall International player SC Johnson retains dominance of polishes

PROSPECTS AND OPPORTUNITIES

Demand for polishes set to continue to fall as local consumers avoid polishing

Shoe polish will remain the largest value category

CATEGORY DATA

Table 54 - Sales of Polishes by Category: Value 2019-2024Table 55 - Sales of Polishes by Category: % Value Growth 2019-2024Table 56 - NBO Company Shares of Polishes: % Value 2020-2024Table 57 - LBN Brand Shares of Polishes: % Value 2021-2024Table 58 - Forecast Sales of Polishes by Category: Value 2024-2029Table 59 - Forecast Sales of Polishes by Category: % Value Growth 2024-2029

Surface Care in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Surface care maintains solid demand as local consumers continue to stock up on essentials Both multifunctionality and specific surface care prove popular with some consumers E-commerce's popularity persists due to convenience and expansion of options

PROSPECTS AND OPPORTUNITIES

Solid demand for surface care as hygiene concerns persist post-pandemic Domestic brands aim to gain greater traction Antibacterial features or products integrating baking soda set to remain popular

CATEGORY DATA

Table 60 - Sales of Surface Care by Category: Value 2019-2024 Table 61 - Sales of Surface Care by Category: % Value Growth 2019-2024 Table 62 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024 Table 63 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024 Table 64 - NBO Company Shares of Surface Care: % Value 2020-2024 Table 65 - LBN Brand Shares of Surface Care: % Value 2021-2024 Table 66 - NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2024 Table 67 - LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2021-2024 Table 68 - Forecast Sales of Surface Care by Category: Value 2024-2029 Table 69 - Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

Toilet Care in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Toilet care demand remains steady as hygiene habits persist post-pandemic Toilet liquids/foam remains most popular format of toilet care in Hong Kong Growing sales for in-cistern devices and rim blocks

PROSPECTS AND OPPORTUNITIES

Toilet care set for stable but undynamic performance over the forecast period Smaller brands projected to gain greater share

CATEGORY DATA

- Table 70 Sales of Toilet Care by Category: Value 2019-2024
- Table 71 Sales of Toilet Care by Category: % Value Growth 2019-2024
- Table 72 NBO Company Shares of Toilet Care: % Value 2020-2024
- Table 73 LBN Brand Shares of Toilet Care: % Value 2021-2024
- Table 74 Forecast Sales of Toilet Care by Category: Value 2024-2029

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/home-care-in-hong-kong-china/report.