



Euromonitor
International

Home Care in Uzbekistan

February 2025

Table of Contents

Home Care in Uzbekistan

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 Uzbekistan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Air care sees modest growth in 2024
Russian brands lead the game
Unbranded imports challenge official brands

PROSPECTS AND OPPORTUNITIES

Arnest to remain ahead with budget-friendly air fresheners
Car air fresheners faces slowed growth
Cautious optimism for electric air fresheners

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 - NBO Company Shares of Air Care: % Value 2020-2024
Table 14 - LBN Brand Shares of Air Care: % Value 2021-2024
Table 15 - Forecast Sales of Air Care by Category: Value 2024-2029
Table 16 - Forecast Sales of Air Care by Category: % Value Growth 2024-2029

Bleach in Uzbekistan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Bleach remains stable despite challenges
Bleach - a household staple
Domestos leads, but faces intensifying competition

PROSPECTS AND OPPORTUNITIES

Cost-effective oxygen bleach will gain further traction
Expanding horizons for bleach products
Versatility to drive overall category growth

CATEGORY DATA

- Table 17 - Sales of Bleach: Value 2019-2024
- Table 18 - Sales of Bleach: % Value Growth 2019-2024
- Table 19 - NBO Company Shares of Bleach: % Value 2020-2024
- Table 20 - LBN Brand Shares of Bleach: % Value 2021-2024
- Table 21 - Forecast Sales of Bleach: Value 2024-2029
- Table 22 - Forecast Sales of Bleach: % Value Growth 2024-2029

Dishwashing in Uzbekistan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Updated import tariffs disrupt foreign brands
Limited adoption of automatic dishwashing
Homegrown brands capture hand dishwashing market share

PROSPECTS AND OPPORTUNITIES

Expansion of convenience stores to drive sales
Price sensitivity will remain key in hand dishwashing preferences
Competition set to intensify

CATEGORY INDICATORS

- Table 23 - Household Possession of Dishwashers 2019-2024

CATEGORY DATA

- Table 24 - Sales of Dishwashing by Category: Value 2019-2024
- Table 25 - Sales of Dishwashing by Category: % Value Growth 2019-2024
- Table 26 - NBO Company Shares of Dishwashing: % Value 2020-2024
- Table 27 - LBN Brand Shares of Dishwashing: % Value 2021-2024
- Table 28 - Forecast Sales of Dishwashing by Category: Value 2024-2029
- Table 29 - Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

Home Insecticides in Uzbekistan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slow growth, steady demand
Dikhlofos gains further market share
Emphasis on safety and hypoallergenic functionality

PROSPECTS AND OPPORTUNITIES

Dominance of international brands
Spray/aerosol insecticides to dominate sales
Hot weather supports continued demand

CATEGORY DATA

- Table 30 - Sales of Home Insecticides by Category: Value 2019-2024
- Table 31 - Sales of Home Insecticides by Category: % Value Growth 2019-2024
- Table 32 - NBO Company Shares of Home Insecticides: % Value 2020-2024
- Table 33 - LBN Brand Shares of Home Insecticides: % Value 2021-2024
- Table 34 - Forecast Sales of Home Insecticides by Category: Value 2024-2029
- Table 35 - Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

Laundry Care in Uzbekistan

KEY DATA FINDINGS

2024 DEVELOPMENTS

- New customs tariffs reshape laundry care landscape
- Alternatives to powder detergents lag behind
- Underperformance of fabric softeners

PROSPECTS AND OPPORTUNITIES

- Powder prevails, but liquid alternatives are gaining ground
- Persil likely to remain ahead, with plans for local production
- Laundry aids to pick up pace

CATEGORY INDICATORS

- Table 36 - Household Possession of Washing Machines 2019-2024

CATEGORY DATA

- Table 37 - Sales of Laundry Care by Category: Value 2019-2024
- Table 38 - Sales of Laundry Care by Category: % Value Growth 2019-2024
- Table 39 - Sales of Laundry Aids by Category: Value 2019-2024
- Table 40 - Sales of Laundry Aids by Category: % Value Growth 2019-2024
- Table 41 - Sales of Laundry Detergents by Category: Value 2019-2024
- Table 42 - Sales of Laundry Detergents by Category: % Value Growth 2019-2024
- Table 43 - NBO Company Shares of Laundry Care: % Value 2020-2024
- Table 44 - LBN Brand Shares of Laundry Care: % Value 2021-2024
- Table 45 - NBO Company Shares of Laundry Aids: % Value 2020-2024
- Table 46 - LBN Brand Shares of Laundry Aids: % Value 2021-2024
- Table 47 - NBO Company Shares of Laundry Detergents: % Value 2020-2024
- Table 48 - LBN Brand Shares of Laundry Detergents: % Value 2021-2024
- Table 49 - Forecast Sales of Laundry Care by Category: Value 2024-2029
- Table 50 - Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

Polishes in Uzbekistan

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Polishes sees evolution in consumer preferences
- Modern living redefines polish needs
- Multifunctional polishes combat declining demand

PROSPECTS AND OPPORTUNITIES

- Challenges ahead for polishes category
- Younger consumers shift away from shoe polish
- Russia to retain its stronghold over polishes

CATEGORY DATA

- Table 51 - Sales of Polishes by Category: Value 2019-2024
- Table 52 - Sales of Polishes by Category: % Value Growth 2019-2024
- Table 53 - NBO Company Shares of Polishes: % Value 2020-2024
- Table 54 - LBN Brand Shares of Polishes: % Value 2021-2024
- Table 55 - Forecast Sales of Polishes by Category: Value 2024-2029
- Table 56 - Forecast Sales of Polishes by Category: % Value Growth 2024-2029

Surface Care in Uzbekistan

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Price hikes amid supply chain strains
- Kitchen and bathroom cleaners drive demand
- Modern apartments prompt demand for tailored cleaning solutions

PROSPECTS AND OPPORTUNITIES

- Local brands face opportunity for success amid supply chain struggles
- Unilever’s strategic shift of production
- Further potential for growth and investments

CATEGORY DATA

- Table 57 - Sales of Surface Care by Category: Value 2019-2024
- Table 58 - Sales of Surface Care by Category: % Value Growth 2019-2024
- Table 59 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024
- Table 60 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024
- Table 61 - NBO Company Shares of Surface Care: % Value 2020-2024
- Table 62 - LBN Brand Shares of Surface Care: % Value 2021-2024
- Table 63 - Forecast Sales of Surface Care by Category: Value 2024-2029
- Table 64 - Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

Toilet Care in Uzbekistan

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sustained demand for toilet care essentials
- ITBs expands further
- Domestos reigns supreme in toilet care

PROSPECTS AND OPPORTUNITIES

- Toilet care set for continued steady growth
- Chlorine-based products lead the way
- Increasing competition from Russian brands

CATEGORY DATA

- Table 65 - Sales of Toilet Care by Category: Value 2019-2024
- Table 66 - Sales of Toilet Care by Category: % Value Growth 2019-2024
- Table 67 - NBO Company Shares of Toilet Care: % Value 2020-2024
- Table 68 - LBN Brand Shares of Toilet Care: % Value 2021-2024
- Table 69 - Forecast Sales of Toilet Care by Category: Value 2024-2029
- Table 70 - Forecast Sales of Toilet Care by Category: % Value Growth 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-uzbekistan/report.