



Home Care in Middle East and Africa

March 2024

Table of Contents

INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

Middle East and Africa home care market recording strong growth

Faster volume than real value growth in 2023 as inflation hits purchasing power

Laundry care the dominant category in Middle East and Africa home care

Detergent tablets one of the most dynamic product areas over 2018-2023

Bleach sees strong growth in Saudi Arabia over 2018-2023

Laundry care dominates the new sales added over 2018-2023

Inflation hits consumers' purchasing power, but they keep buying home care products

Small local grocers continue to lead retail distribution in many African countries...

...but modern grocery retailers lead in the Middle East as well as South Africa and Kenya

LEADING COMPANIES AND BRANDS

Strong multinationals mean concentrated competitive landscapes in many markets

Procter & Gamble leads home care with strong brands like Ariel, Tide and Fairy

South Africa the biggest market for half of the top 10 players in the region

Ariel leads the brand rankings as Sunlight defends its recently won second place

FORECAST PROJECTIONS

Positive volume and value growth expected throughout the forecast period

Players look to attract Saudi consumers with innovations, but price will remain important

COUNTRY SNAPSHOTS

Algeria: Market Context

Algeria: Competitive and Retail Landscape

Cameroon: Market Context

Cameroon: Competitive and Retail Landscape

Egypt: Market Context

Egypt: Competitive and Retail Landscape

Israel: Market Context

Israel: Competitive and Retail Landscape

Kenya: Market Context

Kenya: Competitive and Retail Landscape

Morocco: Market Context

Morocco: Competitive and Retail Landscape

Nigeria: Market Context

Nigeria: Competitive and Retail Landscape

Saudi Arabia: Market Context

Saudi Arabia: Competitive and Retail Landscape

South Africa: Market Context

South Africa: Competitive and Retail Landscape

Tunisia: Market Context

Tunisia: Competitive and Retail Landscape

United Arab Emirates: Market Context

United Arab Emirates: Competitive and Retail Landscape

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-middle-east-and-africa/report.