



# Home Care in Saudi Arabia

May 2026

Table of Contents

## EXECUTIVE SUMMARY

2025 development

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Care

### INDUSTRY PERFORMANCE

Growth Is Driven by Rising Urbanisation and Changing Consumer Needs

Laundry Care Leads Value Sales through Convenience and Premium Appeal

Multifunctionality and Evolving Product Formats Influence Home Care

Chart 2 - Clorox Scentiva Multi Surface Spray Cleaner Japanese Spring Blossom Bleach Free

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

### WHAT'S NEXT?

Chart 6 - Analyst Insight for Home Care

Laundry Care Is Set to Lead Sales through Premium and Multifunctional Appeal

Changing Consumer Preferences and Localisation Are Set to Influence Innovation

Mood-Boosting Ingredients Are Set to Drive Demand in Home Care

Chart 7 - Windex Glass Cleaner Lavender

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Procter & Gamble Co and Modern Industries Co Lead with a Strong Focus on Essential Home Care Products

Competitors Gain Ground through Multifunctional Innovation

Chart 10 - Al Emlaq Super Gel Multipurpose Cleaner

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

### CHANNELS

Grocery Retailers Dominate Sales through Convenience, Accessibility and Competitive Pricing

Retail E-Commerce Gains Traction through Rising Internet Penetration and the Growing Demand for Convenience

Chart 13 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 14 - Economic Context for Home Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 17 - Consumer Context for Home Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Air Care Summary

### KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Air Care

### INDUSTRY PERFORMANCE

Premium Products Drive Sales with Unique Fragrances and Designs

Chart 22 - The 3-Wick Candles From Bath & Body Works Are Premium Quality with Exclusive Fragrance and Packaging

Spray/Aerosol Air Fresheners Remain the Largest Format Despite Growth in Alternatives

Private Label Gains Traction with Localised Offerings and Retail E-Commerce Growth

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

### WHAT'S NEXT?

Chart 26 - Analyst Insight for Air Care

Premium and Natural Products Are Expected to Drive Growth for Air Care

Candle and Car Air Fresheners Are Set to Drive Growth through Unique Fragrances and Premium Design

Chart 27 - Bath & Body Works Eucalyptus Spearmint Car Air Freshener in Eucalyptus Spearmint Scent

Retail E-Commerce and Local Preferences Are Set to Influence Performance

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Leading Companies Retain the Top Spots through Established Brands and Strong Distribution

Bath & Body Works Leads Growth with Premium and Wellness-Focused Innovation

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

### CHANNELS

Hypermarkets and Supermarkets Lead Air Care Sales through Convenience and Affordable Ranges

Retail E-Commerce Gains Share with Convenience and Exclusive Promotions

Chart 32 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 33 - Economic Context for Air Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 36 - Consumer Context for Air Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

[Bleach in Saudi Arabia](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Bleach Summary

## KEY INDUSTRY TRENDS

Chart 40 - Key Industry Trends for Bleach

## INDUSTRY PERFORMANCE

Premium Formats Drive Retail Value Growth Despite Moderate Volume Sales

Multifunctionality Becomes Increasingly Important in Bleach

Urbanisation and Hygiene Awareness Fuel Market Growth

Chart 41 - Clorox Platinum Disinfectant Regular and Crisp Lemon Bleach

Chart 42 - Value Sales 2020-2030

Chart 43 - Volume Sales 2020-2030

## WHAT'S NEXT?

Steady Growth Is Set to Be Driven by Rising Disposable Incomes and Ongoing Urbanisation

Multifunctionality and Packaging Innovations Are Set to Drive Growth in Bleach

Promotions and Accessibility Will Remain Key Drivers of Sales

Chart 44 - Forecast Value Sales 2020-2030

## COMPETITIVE LANDSCAPE

Abu Dawood Industrial Co Leads the Bleach Market with Its Brand Clorox

Companies Can Leverage Stability to Strengthen Market Positions

Chart 45 - Company Shares 2025

Chart 46 - Brand Shares 2025

## CHANNELS

Supermarkets and Hypermarkets Lead Bleach Sales with a Strong Presence

Retail E-Commerce Gains Share with Convenience and Promotions

Chart 47 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 48 - Economic Context for Bleach

Chart 49 - Real Gdp Growth 2020-2030

Chart 50 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 51 - Consumer Context for Bleach

Chart 52 - Population 2020-2030

Chart 53 - Consumer Expenditure 2020-2030

Chart 54 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Dishwashing in Saudi Arabia](#)

## KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

Dishwashing Summary

## KEY INDUSTRY TRENDS

Chart 55 - Key Industry Trends for Dishwashing

## INDUSTRY PERFORMANCE

Steady Growth Is Driven by Convenience Needs and Rising Disposable Incomes

Hand Dishwashing Leads Sales While Automatic Dishwashing Drives Growth

Evolving Product Formats Attract Consumers through Convenience and Enhanced Performance

Chart 56 - 'Finish' All in One Max Dishwasher Gel (Rb) with Fast Dissolving and Lemon Sparkle Formula

Chart 57 - Value Sales 2020-2030

Chart 58 - Volume Sales 2020-2030

Chart 59 - Value Sales by Category 2025

## WHAT'S NEXT?

Chart 60 - Analyst Insight for Dishwashing

Consumer Confidence Is Set to Support Demand for Convenient, High-Performing Formats

Rising Dishwasher Ownership Supports the Dynamic Performance of Automatic Dishwashing

Quick Wash and Efficiency Are Set to Be the Focus of Product Innovation

Chart 61 - Procter and Gamble Co.'S '1 Step Fairy Dish-Washer Capsules', with Alternative Power to Bleach.

Chart 62 - Forecast Value Sales 2020-2030

Chart 63 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Players Maintain Their Positions through Robust Distribution and Innovation

Private Label and Dtc?Brands Influence Dishwashing in Saudi?Arabia

Chart 64 - Carrefour Antibacterial Dishwashing Liquid

Chart 65 - Company Shares 2025

Chart 66 - Brand Shares 2025

## CHANNELS

Supermarkets and Hypermarkets Lead Dishwashing Sales through Convenience

Retail E-Commerce Drives Growth with Convenience and Digital Promotions

Chart 67 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 68 - Economic Context for Dishwashing

Chart 69 - Real Gdp Growth 2020-2030

Chart 70 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 71 - Consumer Context for Dishwashing

Chart 72 - Population 2020-2030

Chart 73 - Consumer Expenditure 2020-2030

Chart 74 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Home Insecticides in Saudi Arabia](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Home Insecticides Summary

## KEY INDUSTRY TRENDS

Chart 75 - Key Industry Trends for Home Insecticides

## INDUSTRY PERFORMANCE

Urbanisation and Rising Incomes Drive Sales Growth

Spray/Aerosol Insecticides Leads Sales as Consumers Appreciate Ease and Multifunctionality

Multifunctionality and Urban Pest Control Influence Market Trends in Home Insecticides

Chart 76 - New 'Raid' Pro Multi Killer Spray by (S. C. Johnson & Son, Inc).

Chart 77 - Value Sales 2020-2030

Chart 78 - Volume Sales 2020-2030

Chart 79 - Value Sales by Category 2025

#### WHAT'S NEXT?

Chart 80 - Analyst Insight for Home Insecticides

Spray/Aerosol Insecticides Are Expected to Drive Growth with Multifunctional Properties

Powder Insecticides Has Potential for Renewed Growth over the Forecast Period

Demand for Sustainable, Natural Formulas Is Set to Influence Product Development

Chart 81 - Forecast Value Sales 2020-2030

Chart 82 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Leading Brands Maintain Dominance through Innovation and Multifunctional Solutions

Domestic Player Saudi Industrial Detergents Co Drives Value Growth through Ixol

Chart 83 - Company Shares 2025

Chart 84 - Brand Shares 2025

#### CHANNELS

Supermarkets and Hypermarkets Lead Home Insecticides Sales through Convenience and Promotions

Retail E-Commerce Emerges as Fastest Growing Channel Driven by Convenience and Digital Promotions

Chart 85 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 86 - Economic Context for Home Insecticides

Chart 87 - Real Gdp Growth 2020-2030

Chart 88 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 89 - Consumer Context for Home Insecticides

Chart 90 - Population 2020-2030

Chart 91 - Consumer Expenditure 2020-2030

Chart 92 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

[Laundry Care in Saudi Arabia](#)

#### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Laundry Care Summary

#### KEY INDUSTRY TRENDS

Chart 93 - Key Industry Trends for Laundry Care

#### INDUSTRY PERFORMANCE

Rising Incomes and Urbanisation Drive Growth in Laundry Care

Laundry Detergents Lead Sales While Fabric Softeners Drive Value Growth through Fragrance Innovation

Multifunctional Laundry Products Respond to Demand for Convenience and Efficiency

Chart 94 - Omo Active Laundry Detergent Powder with a Touch of Comfort for 100% Effective Stain Removal

Chart 95 - Value Sales 2020-2030

Chart 96 - Volume Sales 2020-2030

Chart 97 - Value Sales by Category 2025

## WHAT'S NEXT?

Chart 98 - Chart Analyst Insight for Laundry Care

Laundry Detergents Is Set to Retain Its Lead While Concentrated Liquid Detergents Grow

Quick Wash Products Are Set to Capitalise on Changing Consumer Habits

Chart 99 - Ariel Fast Dissolving Laundry Detergent with Lavender Fragrance

Partnerships and Sustainability Are Set to Shape Laundry Care

Chart 100 - Forecast Value Sales 2020-2030

Chart 101 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

The Procter & Gamble Co Retains Its Leads in Laundry Care While Competition Intensifies

Private Label Gains Traction with Competitive Pricing

Chart 102 - Lulu Ultra Active Washing Powder

Chart 103 - Company Shares 2025

Chart 104 - Brand Shares 2025

## CHANNELS

Supermarkets and Hypermarkets Lead Sales of Laundry Care through Grocery Retailers

Retail E-Commerce Gains Traction with Rising Internet Penetration

Chart 105 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 106 - Economic Context for Laundry Care

Chart 107 - Real Gdp Growth 2020-2030

Chart 108 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 109 - Consumer Context for Laundry Care

Chart 110 - Population 2020-2030

Chart 111 - Consumer Expenditure 2020-2030

Chart 112 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Polishes in Saudi Arabia](#)

## KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

Polishes Summary

## KEY INDUSTRY TRENDS

Chart 113 - Key Industry Trends for Polishes

## INDUSTRY PERFORMANCE

Growing Demand for Multifunctional Polishes Drives Value Growth in 2025

Furniture Polish Sales Are Supported by Rising Urbanisation

Chart 114 - Elegant 7C Furniture Polish by Epoch Aerosols Industries Llc

Shoe Polish Records Dynamic Value Growth through Convenience and Added Benefits

Chart 115 - Value Sales 2020-2030

Chart 116 - Volume Sales 2020-2030

Chart 117 - Value Sales by Category 2025

## WHAT'S NEXT?

Premiumisation and a Digital Presence Are Expected to Drive Future Growth

Furniture Polish Is Set to Maintain the Largest Share with Stable Growth

Metal Polish Is Set to Emerge as One of the Fastest-Growing Subcategories

Chart 118 - Forecast Value Sales 2020-2030

Chart 119 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Dawiah Holding Group Continues to Lead the Polishes Category

Leading Players Focus on Multifunctionality and Premiumisation

Chart 120 - Company Shares 2025

Chart 121 - Brand Shares 2025

## CHANNELS

Supermarkets and Hypermarkets Lead Sales of Polishes through Convenience

Retail E-Commerce Gains Traction with Rising Internet Penetration

Chart 122 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 123 - Economic Context for Polishes

Chart 124 - Real Gdp Growth 2020-2030

Chart 125 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 126 - Consumer Context for Polishes

Chart 127 - Population 2020-2030

Chart 128 - Consumer Expenditure 2020-2030

Chart 129 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Surface Care in Saudi Arabia](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Surface Care Summary

### KEY INDUSTRY TRENDS

Chart 130 - Key Industry Trends for Surface Care

## INDUSTRY PERFORMANCE

Multi-Purpose Cleaners Drive Sales with Convenience and Efficiency

Bathroom Cleaners Drive Value Growth as Consumers Demand Anti-Fungal and Anti-Mould Properties

Innovation in Evolving Product Formats Is Driven by Demand for Efficiency and Controlled Usage

Chart 131 - Jif Hygienic Foam for Kitchen in a Trigger Spray Format

Chart 132 - Value Sales 2020-2030

Chart 133 - Volume Sales 2020-2030

Chart 134 - Value Sales by Category 2025

## WHAT'S NEXT?

Chart 135 - Analyst Insight for Surface Care

Multi-Purpose Cleaners Is Set to Support Value Sales through the Ongoing Demand for Convenience

Home Care Disinfectants Is Expected to Drive Growth, Offering Protection against Germs and Viruses

Chart 136 - The Bolton Grp's Smac Degreaser with Disinfectant

Innovation Is Set to Focus on Multifunctionality as Consumers Seek Simple and Cost-Effective Solutions

Chart 137 - Forecast Value Sales 2020-2030

Chart 138 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Brands Maintain the Top Spots through Trust and Innovation

Private Label Gains Traction with Innovative Products and Competitive Pricing

Chart 139 - Lulu Introduces Scouring Surface Cleaner in a Cream Format for Kitchen and Bathroom Surfaces.

Chart 140 - Company Shares 2025

Chart 141 - Brand Shares 2025

## CHANNELS

Supermarkets and Hypermarkets Lead Surface Care Sales through Strong Presence and Convenience

Retail E-Commerce Gains Traction with Convenience and Promotions

Chart 142 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 143 - Economic Context for Surface Care

Chart 144 - Real Gdp Growth 2020-2030

Chart 145 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 146 - Consumer Context for Surface Care

Chart 147 - Population 2020-2030

Chart 148 - Consumer Expenditure 2020-2030

Chart 149 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Toilet Care in Saudi Arabia](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Toilet Care Summary

### KEY INDUSTRY TRENDS

Chart 150 - Key Industry Trends for Toilet Care

## INDUSTRY PERFORMANCE

Evolving Product Formats Support Steady Value Growth in Toilet Care

Toilet Liquids/Foam Leads Sales with Consistent Innovation

Mood-Boosting Ingredients Gain Traction in Premium Offerings

Chart 151 - Clorox Scentiva Toilet Cleaner - Madagascar Citrus Scent

Chart 152 - Value Sales 2020-2030

Chart 153 - Volume Sales 2020-2030

Chart 154 - Value Sales by Category 2025

## WHAT'S NEXT?

Consumer Demand for Convenient and Effective Solutions Is Set to Support Sales

Local Preferences Are Expected to Influence Product Innovation

Rising Hygiene Awareness Is Set to Drive Demand for High-Performance Solutions

Chart 155 - Forecast Value Sales 2020-2030

Chart 156 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Arabian Trading Supplies Maintains the Top Spot with the Leading Brand Harpic

Competitors Focus on Convenient Formats and Mood-Enhancing Scents

Chart 157 - S. C. Johnson & Son Launches Mr. Muscle Disc Rim Block / Gel Stamp in Marine Fresh Scent

Chart 158 - Company Shares 2025

Chart 159 - Brand Shares 2025

## CHANNELS

Supermarkets and Hypermarkets Lead Toilet Care Sales through Ease and Convenience

Evolving Consumer Habits Leads Retail E-Commerce to Gain Traction in 2025

Chart 160 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 161 - Economic Context for Toilet Care

Chart 162 - Real Gdp Growth 2020-2030

Chart 163 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 164 - Consumer Context for Toilet Care

Chart 165 - Population 2020-2030

Chart 166 - Consumer Expenditure 2020-2030

Chart 167 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### 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-saudi-arabia/report](http://www.euromonitor.com/home-care-in-saudi-arabia/report).