



Bleach in South Africa

April 2026

Table of Contents

Bleach in South Africa - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bleach Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Bleach

INDUSTRY PERFORMANCE

Household Demand for Effective Cleaning Agents Drives Growth

Chart 2 - The Cleaning Bleach Spray

Growing Urbanisation and Multifunctionality Drive Bleach Sales

Chart 3 - Value Sales of Bleach 2020-2030

Chart 4 - Volume Sales of Bleach 2020-2030

WHAT'S NEXT?

Consumers Set to Continue to Value Bleach for Its Effectiveness and Versatility

Private Label Products Gain Popularity Due to Competitive Pricing

Chart 5 - Forecast Value Sales of Bleach 2020-2030

COMPETITIVE LANDSCAPE

Unilever South Africa (Pty) Ltd's Domestos Leads with Trusted Brand Reputation

Chart 6 - Company Shares of Bleach 2025

Chart 7 - Brand Shares of Bleach 2025

CHANNELS

Supermarkets Drive Bleach Sales with Wide Penetration and Convenience

Retail E-Commerce Gains Traction with Convenience and Promotions

Chart 8 - Retail Channels for Bleach 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Bleach

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Bleach

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in South Africa - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Multifunctionality Drives Growth in Home Care Products

Chart 17 - Handy Andy Launches Multipurpose Bleach

Laundry Care Dominates Market Share with Sustained Demand

Shifting Consumer Demand Rives Innovation in Product Formats

Chart 18 - Unilever Launches Domestos Power Foam

Chart 19 - Value Sales of Home Care 2020-2030

Chart 20 - Volume Sales of Home Care 2020-2030

Chart 21 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

While Price Sensitivity Is Set to Remain High, Promotional Activity Is Expected to Drive Home Care Growth

Health and Wellness Trends Expected to Drive Growth in Laundry Care and Surface Care

Chart 22 - Analyst Insight for Home Care

Evolving Product Formats and Convenience-Driven Innovation Anticipated to Remain Relevant

Chart 23 - Forecast Value Sales of Home Care 2020-2030

Chart 24 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever South Africa (Pty) Ltd Maintains Lead in Concentrated Home Care Market

Chart 25 - Company Shares of Home Care 2025

Chart 26 - Brand Shares of Home Care 2025

CHANNELS

Supermarkets Dominate Home Care Distribution with Strong Presence

Retail E-Commerce Displays Flat Performance but Is Set to Gain Traction through Loyalty and Rewards Programmes

Chart 27 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Home Care

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Home Care

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - 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/bleach-in-south-africa/report.