



Euromonitor
International

Toilet Care in Saudi Arabia

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Toilet Care Summary

KEY INDUSTRY TRENDS

Chart 1 - 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 2 - Clorox Scentiva Toilet Cleaner - Madagascar Citrus Scent

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - 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 6 - Forecast Value Sales 2020-2030

Chart 7 - 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 8 - S. C. Johnson & Son Launches Mr. Muscle Disc Rim Block / Gel Stamp in Marine Fresh Scent

Chart 9 - Company Shares 2025

Chart 10 - 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 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Toilet Care

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Toilet Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Home Care in Saudi Arabia - Industry Overview

EXECUTIVE SUMMARY

2025 development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - 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 20 - Clorox Scentiva Multi Surface Spray Cleaner Japanese Spring Blossom Bleach Free

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Chart 24 - 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 25 - Windex Glass Cleaner Lavender

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - 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 28 - Al Emlaq Super Gel Multipurpose Cleaner

Chart 29 - Company Shares 2025

Chart 30 - 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 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Home Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Home Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - 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/toilet-care-in-saudi-arabia/report.