



Home Care in Oman

April 2026

Table of Contents

[Home Care in Oman](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Health-Consciousness Premiumisation Prompt Innovative Products

Laundry Care Dominates Market Share with Essential Products

Chart 2 - Henkel Pril Gold Ultra Tabs

Home Insecticides Sees Dynamic Growth Driven by Consumer Needs

Chart 3 - Clorox Platinum Bleach

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Drive Growth with Sustainable and Premium Products

Laundry Care Maintains Dominance with Essential Products

Chart 7 - Analyst Insight for Home Care

Online Sales and Premium Innovations Drive Business Growth

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

The Procter & Gamble Co and Henkel Ag & Co Kga maintain dominant positions

Divestment activity reshapes competitive dynamics

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Retail E-commerce emerges as fast-growing channel for home care

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Home Care

Chart 14 - Real GDP Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Home Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Air Care in Oman](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Air Care Summary

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Air Care

INDUSTRY PERFORMANCE

Sustainability Drives Air Care Growth

Health and Wellness Trend Fuels Demand for Natural Air Care

Chart 21 - Ahmed Al Maghribi MoodMist Spray

Sustainability Drives Product Redesigns and Consumer Preference

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Digital Strategies Drive Growth in Air Care Sales

Spray/Aerosol Air Fresheners to Remain Dominant Category

Chart 25 - Analyst Insight for Air Care

Wellness and Sustainability Shape Future Product Development

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc Johnson & Son Inc and Reckitt Benckiser Group Plc (Rb) Lead Market

Reckitt Benckiser Group Plc (Rb) Divestment Reshapes Competitive Landscape

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Grocery Retailers Remain Primary Offline Channel for Air Care

Retail E-Commerce Drives Air Care Sales in Oman

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Air Care

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Air Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bleach in Oman](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bleach Summary

KEY INDUSTRY TRENDS

Chart 38 - Key Industry Trends for Bleach

INDUSTRY PERFORMANCE

Clorox Drives Innovation with Safer, Wellness-Focused Bleach

Chart 39 - Clorox Platinum Bleach

Safer Formulations Drive Growth in a Mature Market

Chart 40 - Value Sales 2020-2030

Chart 41 - Volume Sales 2020-2030

WHAT'S NEXT?

Bleach Driven by Safer Formulations and Competitive Pricing

Safer Formulations and Digital Campaigns to Drive Growth

Chart 42 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Clorox Dominates Bleach Market with Strong Brand Equity

Chart 43 - Company Shares 2025

Chart 44 - Brand Shares 2025

CHANNELS

Retail E-Commerce Emerges as Fastest-Growing Channel for Bleach Sales

Chart 45 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 46 - Economic Context for Bleach

Chart 47 - Real Gdp Growth 2020-2030

Chart 48 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 49 - Consumer Context for Bleach

Chart 50 - Population 2020-2030

Chart 51 - Consumer Expenditure 2020-2030

Chart 52 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Dishwashing in Oman](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Dishwashing Summary

KEY INDUSTRY TRENDS

Chart 53 - Key Industry Trends for Dishwashing

INDUSTRY PERFORMANCE

Smart Solutions and Sustainability Drive Sales

Hand Dishwashing Dominates, but Automatic Dishwashing Gains

Chart 54 - Henkel Pril Gold Ultra Tabs

Innovation and Sustainability Shape Consumer Choices

Chart 55 - Finish Smart-Compatible Quantum Tablets

Chart 56 - Value Sales 2020-2030

Chart 57 - Volume Sales 2020-2030

Chart 58 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Prioritise Affordability and Sustainability in Dishwashing

Automatic Dishwashing Gains Traction as Dishwasher Penetration Rises

Chart 59 - Analyst Insight for Dishwashing

Smart Innovation and Eco-Friendliness Drive Growth

Chart 60 - Forecast Value Sales 2020-2030

Chart 61 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Maintain Grip through Innovation and Distribution

Strategic Realignment Reshapes Competitive Dynamics

Chart 62 - Company Shares 2025

Chart 63 - Brand Shares 2025

CHANNELS

E-Commerce Emerges as Notable Channel with Strong Growth

Grocery Retailers Remain Dominant Offline Channel

Chart 64 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 65 - Economic Context for Dishwashing

Chart 66 - Real Gdp Growth 2020-2030

Chart 67 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 68 - Consumer Context for Dishwashing

Chart 69 - Population 2020-2030

Chart 70 - Consumer Expenditure 2020-2030

Chart 71 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Insecticides in Oman](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Insecticides Summary

KEY INDUSTRY TRENDS

Chart 72 - Key Industry Trends for Home Insecticides

INDUSTRY PERFORMANCE

Safer Formulations Drive Growth in a Challenging Climate

Spray/Aerosol Insecticides Remains Dominant in Retail Volume

Chart 73 - SZ Star DEET-Free Mosquito Spray

Health and Wellness and Sustainability Drive Growth with Innovative Solutions

Chart 74 - Value Sales 2020-2030

Chart 75 - Volume Sales 2020-2030

Chart 76 - Value Sales by Category 2025

WHAT'S NEXT?

Safer Formulations and E-Commerce Drive Future Growth

Spray/Aerosol Insecticides Maintain Dominance Despite Slow Growth

Health and Wellness and Sustainability Drive Growth with Innovative, Eco-Friendly Solutions

Chart 77 - Forecast Value Sales 2020-2030

Chart 78 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Reckitt Benckiser Group Plc (Rb) Dominates with Entrenched Brand Loyalty

Reckitt Benckiser Divestment Reshapes Market Dynamics

Chart 79 - Company Shares 2025

Chart 80 - Brand Shares 2025

CHANNELS

Grocery Retailers Remain Leading Retail Channel for Home Insecticides

Retail E-Commerce Drives Growth with Convenience and Variety

Chart 81 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 82 - Economic Context for Home Insecticides

Chart 83 - Real Gdp Growth 2020-2030

Chart 84 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 85 - Consumer Context for Home Insecticides

Chart 86 - Population 2020-2030

Chart 87 - Consumer Expenditure 2020-2030

Chart 88 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Laundry Care in Oman](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Laundry Care Summary

KEY INDUSTRY TRENDS

Chart 89 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Innovative Quick Wash Solutions Drive Laundry Care Sales

Premiumisation Efforts Drive Growth in Fabric Softeners

Chart 90 - Bahar Whitening Agent-Infused Detergent

Sustainability Efforts Reshape Product Offerings and Consumer Behaviour

Chart 91 - Unilever's Wonder Wash

Chart 92 - Value Sales 2020-2030

Chart 93 - Volume Sales 2020-2030

Chart 94 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Drive Growth with Eco-Friendly and Premium Demands

Laundry Detergents Remain Dominant, Fabric Softeners Grow Fastest

Chart 95 - Analyst Insight for Laundry Care

Quick Wash Innovation Driven by Urban Lifestyles

Chart 96 - Forecast Value Sales 2020-2030

Chart 97 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

National Detergent Co Soag Gains Share as Laundry Care Market Grows

Chart 98 - Company Shares 2025

Chart 99 - Brand Shares 2025

CHANNELS

Retail E-Commerce Grows in Laundry Care Sales Due to Convenience

Chart 100 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 101 - Economic Context for Laundry Care

Chart 102 - Real Gdp Growth 2020-2030

Chart 103 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 104 - Consumer Context for Laundry Care

Chart 105 - Population 2020-2030

Chart 106 - Consumer Expenditure 2020-2030

Chart 107 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Polishes in Oman](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Polishes Summary

KEY INDUSTRY TRENDS

Chart 108 - Key Industry Trends for Polishes

INDUSTRY PERFORMANCE

Affordability and Multifunctionality Drive Growth

Best Performing Category Leads with Steady Growth

Metal Polish Influenced by Multifunctional Innovation

Chart 109 - Brasso Polish

Chart 110 - Value Sales 2020-2030

Chart 111 - Volume Sales 2020-2030

Chart 112 - Value Sales by Category 2025

WHAT'S NEXT?

Multifunctionality and Sustainability Drive Future Growth

Shoe Polish Maintains Steady Growth

Sustainability and Wellness Shape Future Product Development

Chart 113 - Forecast Value Sales 2020-2030

Chart 114 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Kiwi and Smac Maintain Lead through Innovation

Chart 115 - Company Shares 2025

Chart 116 - Brand Shares 2025

CHANNELS

E-Commerce Emerges a Notable Channel for Polishes Sales

Chart 117 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 118 - Economic Context for Polishes

Chart 119 - Real Gdp Growth 2020-2030

Chart 120 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 121 - Consumer Context for Polishes

Chart 122 - Population 2020-2030

Chart 123 - Consumer Expenditure 2020-2030

Chart 124 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Surface Care in Oman](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Surface Care Summary

KEY INDUSTRY TRENDS

Chart 125 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Consumers Drive Growth with Multifunctional and Sustainable Products

Greenova Pioneers Eco-Wellness with Natural Surface Cleaners

Chart 126 - Greenova Natural Surface Cleaner

Evolving Product Formats Drive Sales Growth and Premiumisation

Chart 127 - Jif Lemon Cream Cleaner

Chart 128 - Value Sales 2020-2030

Chart 129 - Volume Sales 2020-2030

Chart 130 - Value Sales by Category 2025

WHAT'S NEXT?

Multi-Purpose Cleaners Remain Largest, Driven by Convenience

Eco-Wellness Approach Drives Innovation

Chart 131 - Forecast Value Sales 2020-2030

Chart 132 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Henkel Ag & Co Kgaa and Reckitt Benckiser Group Plc (Rb) Dominate Despite Slight Shifts

Divestment Creates Future Opportunities

Chart 133 - Company Shares 2025

Chart 134 - Brand Shares 2025

CHANNELS

E-Commerce Emerges as a Fast-Growing Channel with Rising Online Penetration

Chart 135 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 136 - Economic Context for Surface Care

Chart 137 - Real Gdp Growth 2020-2030

Chart 138 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 139 - Consumer Context for Surface Care

Chart 140 - Population 2020-2030

Chart 141 - Consumer Expenditure 2020-2030

Chart 142 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Toilet Care in Oman](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Toilet Care Summary

KEY INDUSTRY TRENDS

Chart 143 - Key Industry Trends for Toilet Care

INDUSTRY PERFORMANCE

Health and Wellness Drives Demand for Premium Toilet Care Products

Innovative Product Formats Boost Sales through E-Commerce Channels

Chart 144 - Spark Toilet Bowl Cleaner

Regulatory Updates and Technological Advancements Support Market Growth

Chart 145 - Value Sales 2020-2030

Chart 146 - Volume Sales 2020-2030

Chart 147 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Drive Demand for Innovative and Sustainable Toilet Care Solutions

Toilet Liquids/Foam Drives Sales with Convenience and Effectiveness

Sustainability and Wellness Trends Shape the Future of Toilet Care

Chart 148 - Forecast Value Sales 2020-2030

Chart 149 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Reckitt Benckiser Group Plc (Rb) Maintains Dominance through Innovation

Divestment Reshapes Market Dynamics

Chart 150 - Company Shares 2025

Chart 151 - Brand Shares 2025

CHANNELS

E-Commerce Emerges as Fast-Growing Channel for Toilet Care

Chart 152 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 153 - Economic Context for Toilet Care

Chart 154 - Real Gdp Growth 2020-2030

Chart 155 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 156 - Consumer Context for Toilet Care

Chart 157 - Population 2020-2030

Chart 158 - Consumer Expenditure 2020-2030

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-oman/report.