



Euromonitor
International

Surface Care in Uganda

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Surface Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Rising Urban Incomes and Hygiene Awareness Drive Growth

Multi-Purpose Cleaners Leads Surface Care Sales

Home Disinfectants and Sachet Packaging Drive Dynamic Growth

Chart 2 - Karpolax Launches Plant-Based Sachet Surface Cleaner

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Drive Growth with Health and Wellness Focus

Multi-Purpose Cleaners to Dominate Market Share

Sustainability and Affordability to Shape Future Growth

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Reckitt Benckiser Group Plc (Rb) and Unilever Group Maintain Lead with Innovation and Affordability

Emerging Players and Innovation to Shape Future Competition

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Supermarkets and Local Retailers Drive Sales through Convenience

Retail E-Commerce Gains Traction with Convenience and Promotions

Direct-To-Consumer Brands and E-Commerce Collaborations to Shape Future

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Surface Care

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Surface Care

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Uganda - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Rising Urban Incomes and Consumer Confidence Drive Growth

Laundry Care Dominates Market Share with Steady Demand

Chart 19 - Green Llama Non-Toxic, Refillable Cleaning Products

Green Llama Introduces Non-Toxic Refillable Cleaning Products

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Urbanisation and Income Growth Fuel Demand for Premium Products

Laundry Care Remains Dominant, Driven by Essential Demand

Chart 23 - Analyst Insight for Home Care

Health and Wellness Trends Drive Innovation and Growth

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Maintain Dominance through Innovation

Glow Summit to Inspire Future Competition

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Grocery Retailers Lead Sales through In-Person Shopping

Retail E-Commerce Gains Traction with Convenience and Promotions

Direct-To-Consumer Brands Thrive with Subscription Sales Models

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Home Care

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Home Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - 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/surface-care-in-uganda/report.