

Laundry Care in Middle East and Africa

April 2021

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Middle East and Africa with above-average 2015-2020 growth

Laundry care returns to positive growth in 2020 after slight dip in 2019

Saudi Arabia helps drive regional sales over 2015-2020

Nigeria's declines hit overall regional sales in 2015-2020

Power detergents continue to drive growth in 2015-2020

Price sensitivity still a key factor behind the laundry care performance

Traditional grocery retailers still lead regional sales...

...but e-commerce more than doubles its share in 2020

LEADING COMPANIES AND BRANDS

Multinationals continue to dominate sales in Middle East and Africa

Henkel continues making gains

Multinationals well represented across the region

Omo moves into second place in Middle East and Africa in 2020

FORECAST PROJECTIONS

Saudi Arabia and Egypt to add the most new sales in 2020-2025

Dominant powder detergent sales to add most new forecast period sales

Falling prices could make liquid tablet detergents more affordable

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