

# Home Care in Middle East and Africa

March 2024

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## REGIONAL OVERVIEW

Middle East and Africa home care market recording strong growth

Faster volume than real value growth in 2023 as inflation hits purchasing power

Laundry care the dominant category in Middle East and Africa home care

Detergent tablets one of the most dynamic product areas over 2018-2023

Bleach sees strong growth in Saudi Arabia over 2018-2023

Laundry care dominates the new sales added over 2018-2023

Inflation hits consumers' purchasing power, but they keep buying home care products

Small local grocers continue to lead retail distribution in many African countries...

...but modern grocery retailers lead in the Middle East as well as South Africa and Kenya

## LEADING COMPANIES AND BRANDS

Strong multinationals mean concentrated competitive landscapes in many markets

Procter & Gamble leads home care with strong brands like Ariel, Tide and Fairy

South Africa the biggest market for half of the top 10 players in the region

Ariel leads the brand rankings as Sunlight defends its recently won second place

## FORECAST PROJECTIONS

Positive volume and value growth expected throughout the forecast period

Players look to attract Saudi consumers with innovations, but price will remain important

## COUNTRY SNAPSHOTS

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Algeria: Competitive and Retail Landscape

Cameroon: Market Context

Cameroon: Competitive and Retail Landscape

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United Arab Emirates: Market Context

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