



Euromonitor  
International

# Dishwashing in Pakistan

April 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Dishwashing Summary

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Dishwashing

### INDUSTRY PERFORMANCE

Colgate Palmolive Drives Premiumisation with Strong Brand Presence

Chart 2 - Colgate Palmolive Focusing on Premiumization as Part of Growth Strategy

Hand Dishwashing Dominates Sales with Innovative Product Formats

Chart 3 - Effectiveness of the Product Providing Customer with Bio Gradable Experience

Quick Wash and Eco-Friendly Formats Fuel Growth

Chart 4 - Value Sales of Dishwashing 2020-2030

Chart 5 - Volume Sales of Dishwashing 2020-2030

Chart 6 - Value Sales of Dishwashing by Category 2025

### WHAT'S NEXT?

Eco-Friendliness and Skin Protection to Drive Growth

Chart 7 - Analyst Insight for Dishwashing

Hand Dishwashing to Remain Dominant, Automatic Dishwashing to Gain Traction

E-Commerce to Drive Growth through Convenience and Promotions

Chart 8 - Forecast Value Sales of Dishwashing 2020-2030

Chart 9 - Forecast Value Sales of Dishwashing by Category 2025-2030

### COMPETITIVE LANDSCAPE

Colgate Palmolive Maintains Lead through Strong Brand Presence

Chart 10 - Company Shares of Dishwashing 2025

Chart 11 - Brand Shares of Dishwashing 2025

### CHANNELS

Small Local Grocers Remain Dominant Despite Hypermarket Growth

Retail E-Commerce Gains Traction with Exclusive Offers

Chart 12 - Retail Channels for Dishwashing 2020-2025

### ECONOMIC CONTEXT

Chart 13 - Economic Context for Dishwashing

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 16 - Consumer Context for Dishwashing

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

Home Care in Pakistan - Industry Overview

### EXECUTIVE SUMMARY

2025 Development

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Home Care

### INDUSTRY PERFORMANCE

Market Growth Drive Shift to Lower-Tier Brands

Chart 21 - Intiaz, Carrefour, Al Fatah All Have Produced Their Own Products Targeting More Affordable Options

Laundry Care Drives Sales of Private Label Products

Health Concerns Boost Demand, Driven by Global Brand Presence

Chart 22 - Increasing Brand Awareness Towards Cleanliness and Germ Protection

Chart 23 - Value Sales of Home Care 2020-2030

Chart 24 - Volume Sales of Home Care 2020-2030

Chart 25 - Value Sales of Home Care by Category 2025

### WHAT'S NEXT?

Growth in Established Brands Expected as Boycott Sentiment Dissipates

Laundry Care and Polishes to Maintain Lead

Chart 26 - Analyst Insight for Home Care

Market Recovery Expected to Drive Growth in Home Care

Chart 27 - Forecast Value Sales of Home Care 2020-2030

Chart 28 - Forecast Value Sales of Home Care by Category 2025-2030

### COMPETITIVE LANDSCAPE

Leading Companies Dominate Sales with Strong Brand Presence

Brand Activities and Marketing Efforts Drive Growth

Chart 29 - Company Shares of Home Care 2025

Chart 30 - Brand Shares of Home Care 2025

### CHANNELS

Small Grocers Lead Home Care Sales with Wide Presence

Retail E-Commerce Grows Rapidly with Convenience and Discounts

Chart 31 - Retail Channels for Home Care 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/dishwashing-in-pakistan/report](http://www.euromonitor.com/dishwashing-in-pakistan/report).