



Home Care in Taiwan

April 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Sustainability and Health Trends Drive Sales Growth

Laundry Care Dominates Market Share with Evolving Formats

Sustainability Drives Innovation and Consumer Behaviour

Chart 2 - Taiwan Deploys Smart Refill Stations for Plastic-Free Detergent Dispensing

Chart 3 - Value Sales of Home Care 2020-2030

Chart 4 - Volume Sales of Home Care 2020-2030

Chart 5 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Eco-Friendly Products and Multifunctionality Drive Future Growth

Laundry Care Remains Largest Subcategory with Stable Demand

Sustainability and Health Trends Shape Future Business Strategies

Chart 6 - Forecast Value Sales of Home Care 2020-2030

Chart 7 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Brands Maintain Lead through Innovation and Distribution

Reckitt's Divestment Reshapes Competitive Landscape

Sustainable and Health-Focused Innovations Drive Growth

Chart 8 - Clorox Ecoclean Launches Plant-Based Surface Cleaners in Taiwan

Innovative Formats and Distribution Channels Enhance Convenience

Chart 9 - Goodscare Expands Gc Clean! Mini Dishwasher Tabs into Taiwan Retail in 2025

Chart 10 - Company Shares of Home Care 2025

Chart 11 - Brand Shares of Home Care 2025

CHANNELS

Supermarkets Lead, E-Commerce Gains Traction

Non-Grocery Retailers and E-Commerce Drive Change

Chart 12 - Retail Channels for Home Care 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 Taiwan

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Air Care Summary

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Air Care

INDUSTRY PERFORMANCE

Farcent and Cocodor Drive Premium and Sustainable Air Care Solutions

Chart 21 - Farcent Launches New Odor Eliminating Spray Range Supporting the Health and Wellness Trend
Spray and Aerosol Formats Dominate Air Care Sales

Sustainability Drives Growth in Liquid Air Fresheners

Chart 22 - Cocodor Expands Premium Range with Black Edition Diffuser Launch

Chart 23 - Value Sales of Air Care 2020-2030

Chart 24 - Volume Sales of Air Care 2020-2030

Chart 25 - Value Sales of Air Care by Category 2025

WHAT'S NEXT?

Farcent and Cocodor Lead Sustainable and Premium Air Care

Liquid Air Fresheners Lead Growth with Sustainable Innovations

Sustainability and Personalisation Drive Future Air Care Trends

Chart 26 - Forecast Value Sales of Air Care 2020-2030

Chart 27 - Forecast Value Sales of Air Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Farcent and Cocodor Consolidate Market Share through Innovation

Chart 28 - Analyst Insight for Air Care

Chart 29 - Cocodor Launches Eco-Friendly Refill System to Support Sustainability in Air Care

Aromate Emerges as a Strong Competitor through Sustainability

Chart 30 - Company Shares of Air Care 2025

Chart 31 - Brand Shares of Air Care 2025

CHANNELS

Retail E-Commerce Emerges as Leading Distribution Channel Driven by Convenience

Retail E-Commerce Experiences Significant Growth Due to Consumer Convenience

Sustainability and Premiumisation Drive Trends in Distribution Channels

Chart 32 - Retail Channels for Air Care 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Air Care

Chart 34 - Real GDP Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Air Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Bleach in Taiwan

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bleach Summary

KEY INDUSTRY TRENDS

Chart 40 - Key Industry Trends for Bleach

INDUSTRY PERFORMANCE

Health and Wellness Drives Demand for Safer Bleach Formulations

Established Brands Lead Bleach Sales through Trusted Safety Claims

Chart 41 - Clorox Taiwan Highlights Safety & Environment in Bleach Messaging

Chart 42 - Value Sales of Bleach 2020-2030

Chart 43 - Volume Sales of Bleach 2020-2030

WHAT'S NEXT?

Leading Brands Capitalise on Safety and Convenience

Established Brands Dominate with Trusted Safety Claims

Shifting Consumer Preferences Drive Future Trends

Chart 44 - Forecast Value Sales of Bleach 2020-2030

COMPETITIVE LANDSCAPE

Kao and Clorox Drive Market Share through Trusted Brands

Chart 45 - Analyst Insight for Bleach

No Significant Mergers or Acquisitions or New Launches

Chart 46 - Company Shares of Bleach 2025

Chart 47 - Brand Shares of Bleach 2025

CHANNELS

Supermarkets Dominate Bleach Sales with Trusted Retail Chains

Retail E-Commerce Gains Traction with Convenience and Promotions

No Emerging Retail Brands or Concepts Expected in 2026

Chart 48 - Retail Channels for Bleach 2020-2025

ECONOMIC CONTEXT

Chart 49 - Economic Context for Bleach

Chart 50 - Real GDP Growth 2020-2030

Chart 51 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 52 - Consumer Context for Bleach

Chart 53 - Population 2020-2030

Chart 54 - Consumer Expenditure 2020-2030

Chart 55 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Dishwashing in Taiwan

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Dishwashing Summary

KEY INDUSTRY TRENDS

Chart 56 - Key Industry Trends for Dishwashing

INDUSTRY PERFORMANCE

Convenience and Sustainability Drive Sales of Compact Formats

Format Innovation Meets Sustainability and Convenience Needs

Chart 57 - Goodscare Expands Gc Clean! Mini Dishwasher Tabs into Taiwan Retail in 2025

Sustainability Becomes Key Differentiator in Product Choice

Chart 58 - Value Sales of Dishwashing 2020-2030

Chart 59 - Volume Sales of Dishwashing 2020-2030

Chart 60 - Value Sales of Dishwashing by Category 2025

WHAT'S NEXT?

Consumers Prioritise Eco-Friendliness and Convenience

Automatic Dishwashing to Outpace Hand Dishwashing Growth

E-Commerce Drives Sales through Digital Strategies

Chart 61 - Forecast Value Sales of Dishwashing 2020-2030

Chart 62 - Forecast Value Sales of Dishwashing by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Maintain Lead through Innovation and Sustainability

Chart 63 - Analyst Insight for Dishwashing

Stable Competitive Landscape with No Major Mergers or New Launches

Quick Wash Solutions Gain Traction among Busy Households

Chart 64 - Finish Quantum Ultimate Tablets Enhance Quick Wash Performance in Taiwan

Chart 65 - Company Shares of Dishwashing 2025

Chart 66 - Brand Shares of Dishwashing 2025

CHANNELS

Supermarkets and Retail E-Commerce Lead Dishwashing Sales

E-Commerce Gains Traction with Digital Strategies and Convenience

Chart 67 - Retail Channels for Dishwashing 2020-2025

ECONOMIC CONTEXT

Chart 68 - Economic Context for Dishwashing

Chart 69 - Real GDP Growth 2020-2030

Chart 70 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 71 - Consumer Context for Dishwashing

Chart 72 - Population 2020-2030

Chart 73 - Consumer Expenditure 2020-2030

Chart 74 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Insecticides in Taiwan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Insecticides Summary

KEY INDUSTRY TRENDS

Chart 75 - Key Industry Trends for Home Insecticides

INDUSTRY PERFORMANCE

Safer Solutions Drive Growth in Pest Control Products

Spray and Aerosol Formats Dominate Pest Control Sales

Crocodile Leads the Way with Low-Toxicity Ant Gel Bait

Chart 76 - Crocodile Introduces Low-Toxicity Ant Gel Bait Reflecting Health-Focused Pest Control

Chart 77 - Value Sales of Home Insecticides 2020-2030

Chart 78 - Volume Sales of Home Insecticides 2020-2030

Chart 79 - Value Sales of Home Insecticides by Category 2025

WHAT'S NEXT?

Safer and Convenient Solutions Drive Future Growth

Spray/Aerosol Insecticides Maintain Dominance

Innovation and E-Commerce Drive Business Growth

Chart 80 - Forecast Value Sales of Home Insecticides 2020-2030

Chart 81 - Forecast Value Sales of Home Insecticides by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Maintain Dominance through Innovation and Trust

Chart 82 - Analyst Insight for Home Insecticides

No Significant Mergers or New Entrants Disrupt Market

Chart 83 - Company Shares of Home Insecticides 2025

Chart 84 - Brand Shares of Home Insecticides 2025

CHANNELS

Supermarkets Retain Lead in Home Insecticides Sales

Retail E-Commerce Gains Traction in Home Insecticides

Chart 85 - Retail Channels for Home Insecticides 2020-2025

ECONOMIC CONTEXT

Chart 86 - Economic Context for Home Insecticides

Chart 87 - Real GDP Growth 2020-2030

Chart 88 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 89 - Consumer Context for Home Insecticides

Chart 90 - Population 2020-2030

Chart 91 - Consumer Expenditure 2020-2030

Chart 92 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Laundry Care in Taiwan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Laundry Care Summary

KEY INDUSTRY TRENDS

Chart 93 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Henkel and Municipalities Drive Sustainable Laundry Practices

Laundry Detergents Dominate Market Share with Premium Offerings

Premiumisation and Sustainability Fuel Laundry Care Growth

Chart 94 - Taiwan Deploys Smart Refill Stations for Plastic-Free Detergent Dispensing

Chart 95 - Value Sales of Laundry Care 2020-2030

Chart 96 - Volume Sales of Laundry Care 2020-2030

Chart 97 - Value Sales of Laundry Care by Category 2025

WHAT'S NEXT?

Premium and Sustainable Products Drive Future Growth

Laundry Detergents Remains Largest Subcategory with Continued Growth

International Brands Lead with Innovation and Sustainability

Chart 98 - Forecast Value Sales of Laundry Care 2020-2030

Chart 99 - Forecast Value Sales of Laundry Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Maintain Dominance through Innovation and Sustainability

Chart 100 - Henkel Enhances Persil Sensitive Line with Concentrated Formulas for Sensitive Skin Consumers

Chart 101 - Analyst Insight for Dishwashing

Opportunities Arise From Sustainability and Premiumisation Trends

Chart 102 - Company Shares of Laundry Care 2025

Chart 103 - Brand Shares of Laundry Care 2025

CHANNELS

Supermarkets and E-Commerce Drive Laundry Care Sales

Retail E-Commerce Gains Traction with Competitive Pricing

No New Retail Concepts Anticipated to Emerge in 2026

Chart 104 - Retail Channels for Laundry Care 2020-2025

ECONOMIC CONTEXT

Chart 105 - Economic Context for Laundry Care

Chart 106 - Real GDP Growth 2020-2030

Chart 107 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 108 - Consumer Context for Laundry Care

Chart 109 - Population 2020-2030

Chart 110 - Consumer Expenditure 2020-2030

Chart 111 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Polishes in Taiwan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Polishes Summary

KEY INDUSTRY TRENDS

Chart 112 - Key Industry Trends for Polishes

INDUSTRY PERFORMANCE

Eco-Friendly Products Gain Traction Amid Declining Sales

Furniture Polish Dominates Market Share

Sustainability Drives Innovation and Market Share Shifts

Chart 113 - Rewood and Natural Beeswax Wood Polishes Expand Eco Portfolio in Taiwan in 2025

Chart 114 - Value Sales of Polishes 2020-2030

Chart 115 - Volume Sales of Polishes 2020-2030

Chart 116 - Value Sales of Polishes by Category 2025

WHAT'S NEXT?

Growing Demand for Eco-Friendly Polish Formulations

Furniture Polish Maintains Dominant Position Despite Decline

Eco-Friendly Trends Drive Innovation and Market Share Changes

Chart 117 - Forecast Value Sales of Polishes 2020-2030

Chart 118 - Forecast Value Sales of Polishes by Category 2025-2030

COMPETITIVE LANDSCAPE

SC Johnson & Son Taiwan Maintains Market Dominance

Chart 119 - Analyst Insight for Polishes

Chart 120 - Company Shares of Polishes 2025

Chart 121 - Brand Shares of Polishes 2025

CHANNELS

Supermarkets Lead Distribution Channels with E-Commerce Growth

E-Commerce Emerges as Fastest Growing Distribution Channel

Sustainability Drives Trends and E-Commerce Growth

Chart 122 - Retail Channels for Polishes 2020-2025

ECONOMIC CONTEXT

Chart 123 - Economic Context for Polishes

Chart 124 - Real GDP Growth 2020-2030

Chart 125 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 126 - Consumer Context for Polishes

Chart 127 - Population 2020-2030

Chart 128 - Consumer Expenditure 2020-2030

Chart 129 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Surface Care in Taiwan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Surface Care Summary

KEY INDUSTRY TRENDS

Chart 130 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Kao Taiwan Drives Eco-Friendly Packaging Initiatives

Chart 131 - Kao Taiwan Achieves 90% Recycled Pet Use in Surface Care Products by 2025

Health-Conscious Consumers Drive Demand for Premium Products

Chart 132 - Clorox Ecoclean Launches Plant-Based Surface Cleaners in Taiwan

Surface Care Subcategories: Largest and Most Dynamic

Chart 133 - Value Sales of Surface Care 2020-2030

Chart 134 - Volume Sales of Surface Care 2020-2030

Chart 135 - Value Sales of Surface Care by Category 2025

WHAT'S NEXT?

Consumers Prioritise Hygiene and Eco-Friendly Surface Care

Home Care Disinfectants Drive Growth in Surface Care

Eco-Friendly Packaging and Premiumisation Shape Surface Care Future

Chart 136 - Forecast Value Sales of Surface Care 2020-2030

Chart 137 - Forecast Value Sales of Surface Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Maintain Grip through Innovation and Sustainability

Chart 138 - Analyst Insight for Surface Care

Mergers and Acquisitions Reshape Competitive Landscape

Sustainability and Health Drive Innovation in Cleaning Solutions

Innovative Product Launches Meet Consumer Demands

Chart 139 - Company Shares of Surface Care 2025

Chart 140 - Brand Shares of Surface Care 2025

CHANNELS

Supermarkets and Retail E-Commerce Lead Surface Care Sales

Retail E-Commerce Drives Growth with Convenience and Variety

Chart 141 - Retail Channels for Surface Care 2020-2025

ECONOMIC CONTEXT

Chart 142 - Economic Context for Surface Care

Chart 143 - Population 2020-2030

Chart 144 - Consumer Expenditure 2020-2030

Chart 145 - Population by Generation 2025

CONSUMER CONTEXT

Chart 146 - Consumer Context for Surface Care

Chart 147 - Population 2020-2030

Chart 148 - Inflation 2020-2030

COUNTRY REPORTS DISCLAIMER

[Toilet Care in Taiwan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Toilet Care Summary

KEY INDUSTRY TRENDS

Chart 149 - Key Industry Trends for Toilet Care

INDUSTRY PERFORMANCE

Trusted Brands Drive Growth with Health-Focused Innovations

Premium Products Dominate Sales with Superior Performance

Health and Wellness Drive Innovation and Category Growth

Chart 150 - Value Sales of Toilet Care 2020-2030

Chart 151 - Volume Sales of Toilet Care 2020-2030

Chart 152 - Value Sales of Toilet Care by Category 2025

WHAT'S NEXT?

Consumers Prioritise Hygiene and Premium Products

Toilet Liquids/Foam Drives Sales with Strong Consumer Preference

Premiumisation and E-Commerce Shape the Future of Toilet Care

Chart 153 - Forecast Value Sales of Toilet Care 2020-2030

Chart 154 - Forecast Value Sales of Toilet Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Strengthen Grip with Innovation and Trust

Chart 155 - Analyst Insight for Toilet Care

No Significant Mergers or New Product Launches Expected

Chart 156 - Company Shares of Toilet Care 2025

Chart 157 - Brand Shares of Toilet Care 2025

CHANNELS

Supermarkets Lead Toilet Care Sales with Convenience

Retail E-Commerce Grows as a Significant Distribution Channel

Chart 158 - Retail Channels for Toilet Care 2020-2025

ECONOMIC CONTEXT

Chart 159 - Economic Context for Toilet Care

Chart 160 - Real GDP Growth 2020-2030

Chart 161 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 162 - Consumer Context for Toilet Care

Chart 163 - Population 2020-2030

Chart 164 - Consumer Expenditure 2020-2030

Chart 165 - 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/home-care-in-taiwan/report.