



Euromonitor
International

Dishwashing in Egypt

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Dishwashing Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Dishwashing

INDUSTRY PERFORMANCE

Inflationary Pressures Drive Consumers Towards Private Label and Dtc Offerings

Chart 2 - Hyperone Launched Its "Top Value Concentrated Dishwashing Liquid"

Automatic Dishwashing Remains Best-Performing, Driven by Increasing Dishwasher Penetration and Evolving Product Formats

Consumer Demand for Wellness-Focused Products Rises

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Local Brands and Private Label Expected to Drive Affordable Dishwashing Solutions

Chart 6 - Analyst Insight for Dishwashing

Hand Dishwashing Set to Continue Dominating, While E-Commerce Will Present Opportunities for Automatic Dishwashing

Sustainability and Localisation Anticipated to Shape the Future of Dishwashing

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Henkel and Arma Drive Market Share Shifts through Affordability

Local Company, Arma for Soap & Detergents, Presents New Opportunities in Dishwashing

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Small Local Grocers Dominate Sales with Wide Reach

E-Commerce Emerges as Fastest-Growing Channel with Premium Focus

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Dishwashing

Chart 13 - Real GDP Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Dishwashing

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Home Care in Egypt - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Affordability and Multifunctionality Drive Sales of Home Care Products

Chart 20 - Misr Pyramids Group Launches Motion All Fabrics and Surface Cleaner

Laundry Care Remains Largest, While Surface Care Experiences Dynamic Growth

Evolving Product Formats and Multifunctionality Shape Market

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Affordable Local Products Drive Sales Growth

Laundry Care Will Maintain Largest Share, While Home Insecticides Set to Experience Most Dynamic Growth

E-Commerce Expected to Shape Future Home Care Growth

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Egypt Sae Maintains Lead Despite Volume Leakage

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Small Local Grocers Dominates Home Care Sales

Retail E-Commerce Gains Traction with Urban Consumers

Chart 28 - Analyst Insight for Home Care

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Home Care

Chart 31 - Real GDP Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Home Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - 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-egypt/report.