



Euromonitor
International

Home Care in Ghana

April 2026

Table of Contents

Home Care in Ghana

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Inflation and Disposable Income Shape Home Care Sales

Chart 2 - Unilever Ghana Launches Affordable 'Comfort' Sachet Fabric Conditioner

Laundry Care Dominates Sales, Driven by Affordability and Necessity

Unilever Ghana Ltd Drives Innovation with Affordable Comfort Sachet Fabric Conditioner

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Affordable Innovations and Sustainability Drive Growth

Laundry Care Remains Largest, but Surface Care Gains Traction

Chart 6 - Analyst Insight for Home Care

Sustainability and Health Trends Shape Industry Future

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Maintain Dominance through Innovation and Compliance

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Traditional Markets Drive Home Care Sales through Affordability

Retail E-Commerce Gains Traction in Niche Home Care Categories

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Home Care

Chart 13 - Real GDP Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Home Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Air Care in Ghana

KEY DATA INSIGHTS

2025 DEVELOPMENTS

INDUSTRY PERFORMANCE

Strong Growth Driven by Increasing Household Income

Spray/Aerosol Air Fresheners Leads Market Expansion

Chart 19 - Value Sales 2020-2030

Chart 20 - Volume Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Drive Premium Air Care Sales with Rising Incomes

Liquid Air Fresheners Emerges as Fastest-Growing Category

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc Johnson & Son Inc and Reckitt Benckiser Ghana Ltd Dominate Market

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Non-Grocery Retailers Lead Air Care Distribution with Strong Sales

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Air Care

Chart 28 - Real GDP Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Air Care

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bleach in Ghana](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bleach Summary

INDUSTRY PERFORMANCE

Decline in Bleach Sales Driven by Economic Factors

Chart 34 - Value Sales 2020-2030

Chart 35 - Volume Sales 2020-2030

WHAT'S NEXT?

Consumers Drive Growth with Increasing Urbanisation and Spending

Chart 36 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Cevag Co Ltd and Dh Industries Ltd Dominate Market Share

Chart 37 - Company Shares 2025

Chart 38 - Brand Shares 2025

CHANNELS

Small Local Grocers Drive Bleach Sales with Established Presence

Retail E-Commerce Gains Traction with Growing Consumer Adoption

Chart 39 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 40 - Economic Context for Bleach

Chart 41 - Real GDP Growth 2020-2030

Chart 42 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 43 - Consumer Context for Bleach

Chart 44 - Population 2020-2030

Chart 45 - Consumer Expenditure 2020-2030

Chart 46 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Dishwashing in Ghana](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Dishwashing Summary

KEY INDUSTRY TRENDS

Chart 47 - Key Industry Trends for Dishwashing

INDUSTRY PERFORMANCE

Multipurpose and Cheaper Products Appeal to Cost-Conscious Consumers

Chart 48 - Madar Explicitly Packaging Its Liquid Soaps as Multipurpose,

Hand Dishwashing Dominates Market Share

Health and Wellness Narrative Boosts Premium Dishwashing Liquid Sales

Chart 49 - Sunlight Dishwashing in Ghana Is Marketed as Not Just Grease-Cutters but Also as Germ Fighters.

Chart 50 - Value Sales 2020-2030

Chart 51 - Volume Sales 2020-2030

Chart 52 - Value Sales by Category 2025

WHAT'S NEXT?

Growing Demand for Premium Liquids and Gels in Urban Centres

Chart 53 - Analyst Insight for Dishwashing

Hand Dishwashing Remains Dominant Despite Urbanisation

Urbanisation and Multifunctionality Drive Innovation

Chart 54 - Forecast Value Sales 2020-2030

Chart 55 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Dh Industries and Unilever Ghana Maintain Leading Places Thanks to Strong Brand Trust

Chart 56 - Company Shares 2025

Chart 57 - Brand Shares 2025

CHANNELS

Traditional Retail Channels Dominate Sales, with Small Local Grocers Maintaining Strong Appeal

Retail E-Commerce Gains Traction for Premium Dishwashing Liquids

Diverging Distribution Strategies for Multipurpose and Premium Products

Chart 58 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 59 - Economic Context for Dishwashing

Chart 60 - Real GDP Growth 2020-2030

Chart 61 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 62 - Consumer Context for Dishwashing

Chart 63 - Population 2020-2030

Chart 64 - Consumer Expenditure 2020-2030

Chart 65 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Insecticides in Ghana](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Insecticides Summary

KEY INDUSTRY TRENDS

Chart 66 - Key Industry Trends for Home Insecticides

INDUSTRY PERFORMANCE

Government Initiatives and Population Growth Drive Sales in Home Insecticides

Spray/Aerosol Insecticides Remains the Largest Category, While Insecticide Coils Shows Healthy Growth

Chart 67 - Heaven Insecticide Brand Introduces New Fly Killer Coil.

Health Awareness and Urbanisation Support Demand for Insecticides

Chart 68 - Value Sales 2020-2030

Chart 69 - Volume Sales 2020-2030

Chart 70 - Value Sales by Category 2025

WHAT'S NEXT?

Price Sensitivity Remains, Driving Demand for Affordable Solutions

Spray/Aerosol Insecticides Will Remain the Largest Category, Supported by Ongoing Innovation

Rising Urbanisation and Health Concerns Fuel Market Growth

Chart 71 - Forecast Value Sales 2020-2030

Chart 72 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Maintain Their Places through Ongoing Innovation and Strong Distribution

Chart 73 - Company Shares 2025

Chart 74 - Brand Shares 2025

CHANNELS

Traditional Trade Dominates Sales with Affordable Formats

Retail E-Commerce Gains Traction with Urban Consumers

Chart 75 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 76 - Economic Context for Home Insecticides

Chart 77 - Real GDP Growth 2020-2030

Chart 78 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 79 - Consumer Context for Home Insecticides

Chart 80 - Population 2020-2030

Chart 81 - Consumer Expenditure 2020-2030

Chart 82 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Laundry Care in Ghana](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Laundry Care Summary

KEY INDUSTRY TRENDS

Chart 83 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Rising Demand for Affordable Laundry Solutions Drives Growth

Laundry Detergents Maintains Largest Share, Thanks to Offering Multifunctionality Benefits

Chart 84 - Saba Ghana Advertises Saba Power Detergent as Strong Stain Remover with Lasting Fragrance

Affordability and Multifunctionality Drive Consumer Preferences

Chart 85 - Unilever Ghana Launches Affordable "Comfort" Sachet Fabric Conditioner

Chart 86 - Value Sales 2020-2030

Chart 87 - Volume Sales 2020-2030

Chart 88 - Value Sales by Category 2025

WHAT'S NEXT?

Affordability and Multifunctionality Drive Laundry Care Growth

Laundry Detergents to Remain the Largest Category While Liquids and Capsules Gain Share

Chart 89 - Analyst Insight for Laundry Care

Brands Offer Affordable Options to Meet Different Consumer Needs

Chart 90 - Forecast Value Sales 2020-2030

Chart 91 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever Ghana Ltd Maintains Its Lead Thanks to Strong Portfolio of Brands Meeting Different Needs

New Brand Jamaa Expected to Rise, Thanks to Its Strong Local Production Footprint

Chart 92 - Company Shares 2025

Chart 93 - Brand Shares 2025

CHANNELS

Open Markets and Small Local Grocers Drive Sales Thanks to Offering Affordable Products

Retail E-Commerce Gains Traction with Urban Consumers

Chart 94 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 95 - Economic Context for Laundry Care

Chart 96 - Real GDP Growth 2020-2030

Chart 97 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 98 - Consumer Context for Laundry Care

Chart 99 - Population 2020-2030

Chart 100 - Consumer Expenditure 2020-2030

Chart 101 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Polishes in Ghana](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Polishes Summary

INDUSTRY PERFORMANCE

Shoe Polish Drives Polishes Sales in Ghana

Shoe Polish Dominates Polishes in Ghana

Chart 102 - Value Sales 2020-2030

Chart 103 - Volume Sales 2020-2030

Chart 104 - Value Sales by Category 2025

WHAT'S NEXT?

Shoe Polish Drives Growth as Urban Population Rises

Chart 105 - Forecast Value Sales 2020-2030

Chart 106 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Shanghai Light Industrial International and Sc Johnson & Son Inc Lead Market

Chart 107 - Company Shares 2025

Chart 108 - Brand Shares 2025

CHANNELS

Small Local Grocers Drive Offline Retail Sales with Strong Presence

Retail E-Commerce Sees Rising Popularity

Chart 109 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 110 - Economic Context for Polishes

Chart 111 - Real GDP Growth 2020-2030

Chart 112 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 113 - Consumer Context for Polishes

Chart 114 - Population 2020-2030

Chart 115 - Consumer Expenditure 2020-2030

Chart 116 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Surface Care in Ghana](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Surface Care Summary

KEY INDUSTRY TRENDS

Chart 117 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Consumers Prioritise Multi-Purpose Products with Trading Down Observed

Tekcycle Ghana Pioneers Sustainable Cleaning Products From Pineapple Waste

Chart 118 - Tekcycle Ghana Transforms Pineapple Waste into Sustainable Cleaning Products

Health and Wellness Trends Drive Innovation

Chart 119 - Value Sales 2020-2030

Chart 120 - Volume Sales 2020-2030

Chart 121 - Value Sales by Category 2025

WHAT'S NEXT?

Government Policies Favouring Local Production Set to Support Ongoing Growth

Innovation Expected in Home Care Disinfectants to Meet Demands for Germ Protection and Safety around Children

Sustainability Trends Will Spur the Growth of Eco-Friendly Products

Chart 122 - Forecast Value Sales 2020-2030

Chart 123 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Reckitt Benckiser Ghana Ltd and Pz Cussons Ghana Ltd Maintain Their Leading Places, in Close Competition

Chart 124 - Company Shares 2025

Chart 125 - Brand Shares 2025

CHANNELS

Traditional Small Local Grocers Maintain Largest Share of Sales, While Supermarkets Continue to Grow

Retail E-Commerce Gains Traction for Premium Surface Care Products

Chart 126 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 127 - Economic Context for Surface Care

Chart 128 - Real GDP Growth 2020-2030

Chart 129 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 130 - Consumer Context for Surface Care

Chart 131 - Population 2020-2030

Chart 132 - Consumer Expenditure 2020-2030

Chart 133 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Toilet Care in Ghana](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Toilet Care Summary

KEY INDUSTRY TRENDS

Chart 134 - Key Industry Trends for Toilet Care

INDUSTRY PERFORMANCE

Unilever Drives Innovation with New Product Formats

Chart 135 - Unilever Launches Domestos Power Foam with Bleach Variant

Toilet Liquids/Foam Dominates Sales with Convenience and Performance

Retailers Champion Sustainability with Reduced Single-Use Plastics

Chart 136 - Value Sales 2020-2030

Chart 137 - Volume Sales 2020-2030

Chart 138 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Drive Demand for Innovative and Sustainable Toilet Care Products

Toilet Liquids/Foam Maintains Dominance with Convenience and Performance

Sustainability Efforts Reshape Retail Packaging and Consumer Behaviour

Chart 139 - Forecast Value Sales 2020-2030

Chart 140 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Reckitt Benckiser Group Plc (Rb) Maintains Lead through Innovation and Portfolio Strength

Chart 141 - Company Shares 2025

Chart 142 - Brand Shares 2025

CHANNELS

Traditional Retail Drives Volume for Mass-Market Toilet Care Products

Retail E-Commerce Gains Traction with Premium and Innovative Products

Chart 143 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 144 - Economic Context for Toilet Care

Chart 145 - Real GDP Growth 2020-2030

Chart 146 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 147 - Consumer Context for Toilet Care

Chart 148 - Population 2020-2030

Chart 149 - Consumer Expenditure 2020-2030

Chart 150 - 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-ghana/report.