Euromonitor International

Home Care in Ethiopia

May 2026

Table of Contents

Home Care in Ethiopia

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Local Manufacturers Drive Home Care Sales through Affordability

Liquid Format Adoption Accelerates as Ajax Transitions From Bar to Liquid Dishwashing

Chart 2 - AJAX - From Bar Detergent towards Liquid Detergent

Multifunctionality Positioning Strengthens as Largo Captures Demand for Versatile Cleaning Solutions

Chart 3 - Multi-Purpose Detergents Take the Market Share in Ethiopia

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Home Care Outlook Anticipates Sustained Growth Driven by Urbanisation and Home Hygiene Awareness

Local Production Leadership Projected to Persist Despite Import Ban Removal

Sub-Par Quality Products Anticipated to Capture Sustained Share Amid Low Entry Barriers

Chart 7 - Analyst Insight for Home Care

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Repi Soap & Detergent Maintains Leadership Amid Market Fragmentation From Small-Scale Producers

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Traditional Grocers Sustain Dominance as E-Commerce Emerges

Chart 12 - Retail Channels 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 Ethiopia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Air Care Summary

INDUSTRY PERFORMANCE

Urbanisation and Rising Incomes Drive Air Care Value Growth
Spray/Aerosol Air Fresheners Account for Entire Category as Convenience Drives Demand
Chart 20 - Value Sales 2020-2030
Chart 21 - Volume Sales 2020-2030
Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Urbanisation and Income Growth Set to Sustain Air Care Expansion
Premium Innovation Positioned to Shape Category Evolution
Chart 23 - Forecast Value Sales 2020-2030
Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Epoch Cosmetics & Toiletries Llc Maintains Lead through Consistent Growth
Chart 25 - Company Shares 2025
Chart 26 - Brand Shares 2025

CHANNELS

Small Local Grocers Drive Air Care Sales as E-Commerce Remains Nascent
Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Air Care
Chart 29 - Real Gdp Growth 2020-2030
Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Air Care
Chart 32 - Population 2020-2030
Chart 33 - Consumer Expenditure 2020-2030
Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Bleach in Ethiopia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bleach Summary

KEY INDUSTRY TRENDS

Chart 35 - Key Industry Trends for Bleach

INDUSTRY PERFORMANCE

Regulatory Developments and Consumer Behaviour Drive Growth
Multifunctionality Drives Bleach Positioning, as Ghion Leverages Versatility Claims
Chart 36 - The Multipurpose of Ghion Bleach
Chart 37 - Value Sales 2020-2030
Chart 38 - Volume Sales 2020-2030

WHAT'S NEXT?

Bleach'S Outlook Anticipates Sustained Growth Driven by Multipurpose Positioning
Local Production Set to Sustain Dominance with 5% Chlorine Concentration Remaining Standard
Flavoured Bleach Introduction Anticipated to Address Chlorine Scent Concerns
Chart 39 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Ghion Maintains Leadership through Brand Awareness and Price-Quality Balance
Chart 40 - Company Shares 2025
Chart 41 - Brand Shares 2025

CHANNELS

Grocery Retailers Dominate Bleach Sales through Offline Channels
Chart 42 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 43 - Economic Context for Bleach
Chart 44 - Real Gdp Growth 2020-2030
Chart 45 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 46 - Consumer Context for Bleach
Chart 47 - Population 2020-2030
Chart 48 - Consumer Expenditure 2020-2030
Chart 49 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Dishwashing in Ethiopia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Dishwashing Summary

KEY INDUSTRY TRENDS

Chart 50 - Key Industry Trends for Dishwashing

INDUSTRY PERFORMANCE

Dishwashing Posted Positive Growth as Liquid Formats Gained Ground
Chart 51 - Increase in the Liquid Dishwashing Product Formats
Fragranced Liquid Gels Enhance the Sensorial Dishwashing Experience
Chart 52 - Repi-Wilmar's Ajax Has Lemon Falvours
Private Label Intensifies through Direct Sales and Brand Imitation
Chart 53 - Value Sales 2020-2030
Chart 54 - Volume Sales 2020-2030
Chart 55 - Value Sales by Category 2025

WHAT'S NEXT?

Liquid Detergents Set to Dominate as Bar Formats Phase Out
Chart 56 - Analyst Insight for Dishwashing
Automatic Dishwashing Anticipated to Grow From Lifestyle Shifts in Urban Areas
Local Production Expected to Maintain Market Dominance
Chart 57 - Forecast Value Sales 2020-2030
Chart 58 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Repi Soap & Detergent Sc Maintains Lead with Stable Share

Chart 59 - Company Shares 2025

Chart 60 - Brand Shares 2025

CHANNELS

Traditional Grocer Retailers Maintain Dominance as E-Commerce Records Growth

Chart 61 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 62 - Economic Context for Dishwashing

Chart 63 - Real Gdp Growth 2020-2030

Chart 64 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 65 - Consumer Context for Dishwashing

Chart 66 - Population 2020-2030

Chart 67 - Consumer Expenditure 2020-2030

Chart 68 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Home Insecticides in Ethiopia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Insecticides Summary

KEY INDUSTRY TRENDS

Chart 69 - Key Industry Trends of Home Insecticides

INDUSTRY PERFORMANCE

Rising Urban Pest Populations Drove Category Growth Amid Economic Pressures

Local Manufacturers Strengthen Their Positioning through Urban Pest Control Solutions

Chart 70 - Zera Insecticides

Chart 71 - Value Sales 2020-2030

Chart 72 - Volume Sales 2020-2030

Chart 73 - Value Sales by Category 2025

WHAT'S NEXT?

Format Shift toward Introducing Electrical Insecticides Is Anticipated to Reshape Category Dynamics

Imports Set to Supply Spray/Aerosol and Emerging Electrical Insecticides

Traditional Retail Expected to Sustain Channel Dominance as E-Commerce Emerges

Chart 74 - Forecast Value Sales 2020-2030

Chart 75 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Rochkiller Maintains Leadership Amid Format Shift Pressures From Alternative Products

Chart 76 - Company Shares 2025

Chart 77 - Brand Shares 2025

CHANNELS

Traditional Grocers Lead Sales of Home Insecticides

Chart 78 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 79 - Economic Context for Home Insecticides
Chart 80 - Real Gdp Growth 2020-2030
Chart 81 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 82 - Consumer Context for Home Insecticides
Chart 83 - Population 2020-2030
Chart 84 - Consumer Expenditure 2020-2030
Chart 85 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Laundry Care in Ethiopia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Laundry Care Summary

KEY INDUSTRY TRENDS

Chart 86 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Local Products Drive Moderate Growth Amid Affordability Pressures
Chart 87 - Shemu PLC Exemplifies Local Dominance in the Laundry Care Market
Multi-Purpose Detergents Dominate Amid Limited Product Diversity
Chart 88 - Multi-Purpose Detergents Continue to Dominate Laundry Care
Format Evolution Continues as Unilever Exits Bar Soap Segment
Chart 89 - Unilever Stopped the Production of Sunlight Bar Soap
Chart 90 - Value Sales 2020-2030
Chart 91 - Volume Sales 2020-2030
Chart 92 - Value Sales by Category 2025

WHAT'S NEXT?

Price Increases Expected to Constrain Sales Growth Despite Rising Incomes
Chart 93 - Analyst Insight for Laundry Care
Multi-Purpose Detergents Set to Dominate as Private Label Gains Ground
Small-Scale Retailers Set to Maintain Dominance as E-Commerce Penetration Grows
Chart 94 - Forecast Value Sales 2020-2030
Chart 95 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Repi-Wilmar Maintains Leadership through Quality Positioning
Private Label Intensifies Competition through Direct Sales and Pricing Advantages
Chart 96 - Company Shares 2025
Chart 97 - Brand Shares 2025

CHANNELS

Traditional Grocer Retailers Maintain Dominance through Neighbourhood Convenience
E-Commerce and Direct Sales Are Gaining Traction through Affordability Initiatives
Chart 98 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 99 - Economic Context for Laundry Care
Chart 100 - Real Gdp Growth 2020-2030
Chart 101 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 102 - Consumer Context for Laundry Care
Chart 103 - Population 2020-2030
Chart 104 - Consumer Expenditure 2020-2030
Chart 105 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Polishes in Ethiopia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Polishes Summary

INDUSTRY PERFORMANCE

Rising Incomes Propel Strong Polishes Category Growth
Furniture Polish Leads Sales as Shoe Polish Records Fastest Value Growth
Chart 106 - Value Sales 2020-2030
Chart 107 - Volume Sales 2020-2030
Chart 108 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Incomes and Urbanisation Set to Drive Sustained Polishes Expansion
Shoe Polish Set to Overtake Furniture Polish as Largest Category by 2030
Chart 109 - Forecast Value Sales 2020-2030
Chart 110 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Abro Industries Inc Leads Moderately Concentrated Market
Chart 111 - Company Shares 2025
Chart 112 - Brand Shares 2025

CHANNELS

Small Local Grocers Drive Sales across Traditional Channels
Chart 113 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 114 - Economic Context for Polishes
Chart 115 - Real Gdp Growth 2020-2030
Chart 116 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 117 - Consumer Context for Polishes
Chart 118 - Population 2020-2030
Chart 119 - Consumer Expenditure 2020-2030
Chart 120 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Surface Care in Ethiopia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Surface Care Summary

KEY INDUSTRY TRENDS

Chart 121 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Surface Care Recorded Modest Growth as Price Increases Divided Market
Cleaning Services Expansion Drive Premium Product Demand
Chart 122 - Ajax Cleaning Services Expands to Specialized Cleaning Services
E-Commerce Platforms Expand Sales Alongside Local Production Dominance
Chart 123 - Value Sales 2020-2030
Chart 124 - Volume Sales 2020-2030
Chart 125 - Value Sales by Category 2025

WHAT'S NEXT?

Declining Price Increases Expected to Boost Multi-Purpose Cleaner Demand
Local Production Dominance Anticipated to Strengthen
Traditional Grocers Set to Maintain Dominance as Alternative Channels Grow
Chart 126 - Forecast Value Sales 2020-2030
Chart 127 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Colgate-Palmolive and Unilever Maintain Leadership through Diversified Portfolios
Chart 128 - Company Shares 2025
Chart 129 - Brand Shares 2025

CHANNELS

Traditional Grocers Maintain Complete Channel Dominance as E-Commerce Remains Negligible
Chart 130 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 131 - Economic Context for Surface Care
Chart 132 - Real Gdp Growth 2020-2030
Chart 133 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 134 - Consumer Context for Surface Care
Chart 135 - Population 2020-2030
Chart 136 - Consumer Expenditure 2020-2030
Chart 137 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Toilet Care in Ethiopia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Toilet Care Summary

INDUSTRY PERFORMANCE

Urbanisation and Rising Incomes Drive Toilet Care Value Growth

Toilet Liquids/Foam Accounts for Entire Category as Demand Broadens
Chart 138 - Value Sales 2020-2030
Chart 139 - Volume Sales 2020-2030
Chart 140 - Value Sales by Category 2025

WHAT'S NEXT?

Urbanisation and Income Growth Set to Drive Sustained Category Expansion
Innovation and Premium Formats Positioned to Capture Rising Consumer Expectations
Chart 141 - Forecast Value Sales 2020-2030
Chart 142 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Lul Chemicals Co Leads as Competition Intensifies Amongst Growing Players
Chart 143 - Company Shares 2025
Chart 144 - Brand Shares 2025

CHANNELS

Small Local Grocers Drive Sales as E-Commerce Emerges
Chart 145 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 146 - Economic Context for Toilet Care
Chart 147 - Real Gdp Growth 2020-2030
Chart 148 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 149 - Consumer Context for Toilet Care
Chart 150 - Population 2020-2030
Chart 151 - Consumer Expenditure 2020-2030
Chart 152 - 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-ethiopia/report.