Euromonitor International

Where Consumers Shop for Home Care

August 2026

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KEY FINDINGS

Key findings
Key facts to share
Our expert's view of channel dynamics for home care

INDUSTRY PERFORMANCE

Home care snapshot
Home care's growth engine is increasingly digital, but offline remains dominant
Retail distribution shifts reflect a balance between scale, value and structural change
Category needs influence channel choice and create distinct retail pathways for growth

OFFLINE RETAIL

Modern grocery channel formats remain the cornerstone of global home care sales
Grocery retailers continue to dominate home care distribution and value creation
Value, scale and convenience are reinforcing the leadership of grocery retail channels
Non-grocery retailers benefit from value, specialisation and premiumisation
Discounters are reshaping home care competition through value-led retailing
Dali shows how discounters are expanding their reach into developing markets
Consumers are turning to value-led retail for everyday home care purchases

RETAIL E-COMMERCE

Retail e-commerce is becoming an increasingly important driver of home care growth
Recurring purchases and digital convenience are driving sustained online growth
The US and China lead in scale while growth is shifting to other markets and platforms
Laundry care dominates online sales while smaller categories drive momentum
Scale, convenience and subscriptions drive e-commerce growth
E-commerce leadership is consolidating around a handful of digital ecosystems
Direct-to-consumer brands are increasingly turning to physical retail to unlock scale
Taobao Flash shows how instant retail is accelerating e-commerce in China
E-commerce is being shaped by lifestyle, platform scale and new fulfilment models

CONCLUSION

The future of home care retail: From value-led shopping to automated replenishment
How to win

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