



# Home Care in Asia Pacific

March 2024

Table of Contents

## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Asia Pacific has the biggest regional home care market

Only the pandemic slightly disrupted the consistent annual growth rates of around 2%

Laundry care dominates home care retail value sales

Detergent tablets one of the most dynamic product areas over 2018-2023

Toilet care sees strong growth in South Korea over 2018-2023, helped by e-commerce

Laundry care dominates the new sales added over 2018-2023

Players utilise various strategies to get round the rising costs

Small local grocers continue to lead retail distribution in Asia Pacific...

...but e-commerce continues to make gains, especially in China and South Korea

## LEADING COMPANIES AND BRANDS

Kao enters the detergent tablets category in Japan

Strong growth in India in recent years drives regional share gains for Unilever

India is the biggest market in the region for leading player Unilever

Liby continues to lead the brand rankings

## FORECAST PROJECTIONS

Positive volume and value growth expected over the forecast period

Further development in scented laundry care products likely to be seen in China

## COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

India: Market Context

India: Competitive and Retail Landscape

Indonesia: Market Context

Indonesia: Competitive and Retail Landscape

Japan: Market Context

Japan: Competitive and Retail Landscape

Malaysia: Market Context

Malaysia: Competitive and Retail Landscape

Pakistan: Market Context

Pakistan: Competitive and Retail Landscape

Philippines: Market Context

Philippines: Competitive and Retail Landscape

Singapore: Market Context

Singapore: Competitive and Retail Landscape

South Korea: Market Context

South Korea: Competitive and Retail Landscape

Taiwan: Market Context

Taiwan: Competitive and Retail Landscape

Thailand: Market Context

Thailand: Competitive and Retail Landscape

Vietnam: Market Context

Vietnam: Competitive and Retail Landscape

## 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-asia-pacific/report](http://www.euromonitor.com/home-care-in-asia-pacific/report).