



Euromonitor
International

Top Five Trends in Home Care

July 2026

Table of Contents

INTRODUCTION

Our expert's view of Home Care in 2026

Key findings

Much of future industry growth will be driven by developing markets

Top five trends in Home Care

Top five trends uncovered

PET-CENTRIC CLEANING

Pet-friendly cleaning: from hygiene problem to household care ritual

Mrs. Meyer's turns pet accidents into moments of connection

Singapore-based ECOPETS has found success in offering pet-friendly cleaning solutions

Pet-specific cleaning holds significant growth and premiumisation potential

BEHAVIOUR-LED INNOVATION

Leading brands are turning a deeper understanding of everyday usage into innovation

Unilever: Ramps up AI capabilities to improve R&D agility and product discovery

Henkel Smartwash leverages in-use data to redesign laundry around real behaviour

Unilever uses AI to translate data into faster innovation and improved outcomes

Consumer understanding enters a new era

DESIRE-DRIVEN CLEANING

Consumer choice is increasingly influenced by relevance, identity and experience

Downy Boutique Botanicals translates laundry into a fragrance-led lifestyle experience

P&G's Mr. Clean repositions shower cleaning as part of a beauty ritual

Brands that manage to create emotional resonance hold the key to unlocking growth

HOME CARE AS WELLBEING MANAGEMENT

Non-toxic moves from niche to mainstream in home care

Unilever's Cif Infinite Clean supports cleaning in pet-driven environments

Branch Basics scales human-safe cleaning as a mainstream health proposition

Showcase health-driven outcomes and science-backed non-toxicity

THE EFFICIENCY IMPERATIVE

Juggling work and home: the time squeeze on domestic tasks is intensifying (again)

Dawn Powerwash eliminates cleaning steps helping consumers to save time

Following its initial launch in the UK, Unilever rolls out quick wash detergent globally

Unlock growth by innovating for a time-poor world

CONCLUSION

Future implications

Opportunities for growth

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