Euromonitor International

Laundry Care in Oman

April 2026

Table of Contents

Laundry Care in Oman - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Laundry Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Innovative Quick Wash Solutions Drive Laundry Care Sales

Premiumisation Efforts Drive Growth in Fabric Softeners

Chart 2 - Bahar Whitening Agent-Infused Detergent

Sustainability Efforts Reshape Product Offerings and Consumer Behaviour

Chart 3 - Unilever's Wonder Wash

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Drive Growth with Eco-Friendly and Premium Demands

Laundry Detergents Remain Dominant, Fabric Softeners Grow Fastest

Chart 7 - Analyst Insight for Laundry Care

Quick Wash Innovation Driven by Urban Lifestyles

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

National Detergent Co Soag Gains Share as Laundry Care Market Grows

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Retail E-Commerce Grows in Laundry Care Sales Due to Convenience

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Laundry Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Laundry Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Home Care in Oman - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Health-Consciousnes Premiumisation Prompt Innovative Products
Laundry Care Dominates Market Share with Essential Products
Chart 21 - Henkel Pril Gold Ultra Tabs
Home Insecticides Sees Dynamic Growth Driven by Consumer Needs
Chart 22 - Clorox Platinum Bleach
Chart 23 - Value Sales 2020-2030
Chart 24 - Volume Sales 2020-2030
Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Drive Growth with Sustainable and Premium Products
Laundry Care Maintains Dominance with Essential Products
Chart 26 - Analyst Insight for Home Care
Online Sales and Premium Innovations Drive Business Growth
Chart 27 - Forecast Value Sales 2020-2030
Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

The Procter & Gamble Co and Henkel Ag & Co Kgaa Maintain Dominant Positions
Divestment Activity Reshapes Competitive Dynamics
Chart 29 - Company Shares 2025
Chart 30 - Brand Shares 2025

CHANNELS

Retail E-Commerce Emerges as Fast-Growing Channel for Home Care
Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Home Care
Chart 33 - Real Gdp Growth 2020-2030
Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Home Care
Chart 36 - Population 2020-2030
Chart 37 - Consumer Expenditure 2020-2030
Chart 38 - 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/laundry-care-in-oman/report.