



Euromonitor
International

Toilet Care in Tanzania

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Toilet Care Summary

INDUSTRY PERFORMANCE

Toilet Care Growth Driven by Urbanisation and Rising Incomes

Toilet Liquids/Foam Dominates Sales Due to Hygiene Concerns

Itbs Drives Growth with Innovative and Convenient Solutions

Chart 1 - Value Sales 2020-2030

Chart 2 - Volume Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Urbanisation and Rising Incomes Drive Toilet Care Sales Growth

Toilet Liquids/Foam Remains Largest Category with Steady Growth

Itbs Emerges as Fastest Growing Category, Driven by Convenience

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Reckitt Benckiser and Tarmal Industries Lead Market Share

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Dominance in Toilet Care Sales

Retail E-Commerce Drives Growth with Increasing Online Presence

Chart 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Toilet Care

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Toilet Care

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Tanzania - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Local Brands Dominate Affordable Segment with Smaller Pack Sizes

Laundry Care Drives Market Size with Steady Growth

Health Awareness and Scented Products Shape Home Care

Chart 17 - Value Sales 2020-2030

Chart 18 - Volume Sales 2020-2030

Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

Laundry Care and Bleach Drive Growth

Affordability Drives Demand for Smaller Pack Sizes

Chart 20 - Analyst Insight for Home Care

Innovation and Multifunctionality Shape Future Trends

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Global Brands and Local Players Vie for Market Share

Chart 23 - Ex-Pido Insecticides

Emerging Players and Innovative Strategies Reshape Competition

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Supermarkets Remain Dominant Channel for Home Care Products

E-Commerce Grows Rapidly in Urban Tanzania

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Home Care

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Home Care

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - 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/toilet-care-in-tanzania/report.