



Euromonitor
International

Surface Care in Qatar

May 2026

Table of Contents

[Surface Care in Qatar - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Surface Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Premiumisation and Hygiene Drive Sales Growth

Multi-Purpose Cleaners Remains Largest Category

Sustainability Gains Traction through Refillable Packaging

Chart 2 - Carrefour's Eco Planet Glass Cleaner

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Prioritise Efficacy, Safety and Sustainability

Multi-Purpose Cleaners to Remain Largest Category

Chart 6 - Analyst Insight for Surface Care

Sustainability to Drive Business Growth and Innovation

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Dominance through Innovation

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Modern Trade Dominates Surface Care Sales through Convenience

E-Commerce Gains Traction with Price Transparency and Premiumisation

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Surface Care

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Surface Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Home Care Sales Driven by Demand for Luxury and Convenience

Laundry Care Dominates Market Share with High Appliance Penetration

Chart 20 - Pearl Stain Remover Liquid

Local Manufacturing and Private Label Drive Market Dynamics

Chart 21 - Expert Ultra Power Dishwasher Liquid Tablets

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Local Manufacturing and Premiumisation Drive Growth

Laundry Care Maintains Largest Share with Innovation

Chart 25 - Analyst Insight for Home Care

Trends Shaping the Future of Home Care

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Qatar Detergent Co Wll and Reckitt Benckiser Arabia Fze Lead Market

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Lead Home Care Sales with Broad Assortments

E-Commerce Gains Traction with Tech-Savvy Consumers and Convenient Shopping

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Home Care

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Home Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - 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/surface-care-in-qatar/report.