



Euromonitor
International

Toilet Care in Ethiopia

May 2026

Table of Contents

Toilet Care in Ethiopia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Toilet Care Summary

INDUSTRY PERFORMANCE

Urbanisation and Rising Incomes Drive Toilet Care Value Growth

Toilet Liquids/Foam Accounts for Entire Category as Demand Broadens

Chart 1 - Value Sales 2020-2030

Chart 2 - Volume Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Urbanisation and Income Growth Set to Drive Sustained Category Expansion

Innovation and Premium Formats Positioned to Capture Rising Consumer Expectations

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Lul Chemicals Co Leads as Competition Intensifies Amongst Growing Players

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Small Local Grocers Drive Sales as E-Commerce Emerges

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 Ethiopia - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Local Manufacturers Drive Home Care Sales through Affordability

Liquid Format Adoption Accelerates as Ajax Transitions From Bar to Liquid Dishwashing

Chart 17 - AJAX - From Bar Detergent towards Liquid Detergent

Multifunctionality Positioning Strengthens as Largo Captures Demand for Versatile Cleaning Solutions

Chart 18 - Multi-Purpose Detergents Take the Market Share in Ethiopia

Chart 19 - Value Sales 2020-2030

Chart 20 - Volume Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Home Care Outlook Anticipates Sustained Growth Driven by Urbanisation and Home Hygiene Awareness

Local Production Leadership Projected to Persist Despite Import Ban Removal

Sub-Par Quality Products Anticipated to Capture Sustained Share Amid Low Entry Barriers

Chart 22 - Analyst Insight for Home Care

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Repi Soap & Detergent Maintains Leadership Amid Market Fragmentation From Small-Scale Producers

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Traditional Grocers Sustain Dominance as E-Commerce Emerges

Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Home Care

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Home Care

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - 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-ethiopia/report.