

# Home Care in Middle East and Africa

<https://marketpublishers.com/r/HDF89EC62AEDEN.html>

Date: May 2024

Pages: 47

Price: US\$ 1,325.00 (Single User License)

ID: HDF89EC62AEDEN

## Abstracts

Home care sales in Middle East and Africa saw a spike in demand in 2020, with the pandemic leading to heightened hygiene concerns among consumers. Nevertheless, sales have continued to grow in the subsequent years in both volume and real value terms, in spite of home care in a number of countries in the region operating in a tough economic climate at the end of the 2018-2023 period. Further growth is expected in the coming years, with laundry care remaining the dominant category in home care.

Euromonitor International's Home Care in Middle East and Africa global briefing offers an insight into the size and shape of the Home Care market, highlights buzz topics, emerging regions, countries and categories as well as pressing industry issues and white spaces. It identifies the opportunity zones within home care, analyses leading companies and brands and offers strategic analysis of major factors influencing the market - be they new product developments, packaging/ format /ingredients innovations, economic/lifestyle/environmental influences, distribution or retail pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Home Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Introduction  
Regional overview  
Leading companies and brands  
Forecast projections  
Country snapshots

## I would like to order

Product name: Home Care in Middle East and Africa

Product link: <https://marketpublishers.com/r/HDF89EC62AEDEN.html>

Price: US\$ 1,325.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/HDF89EC62AEDEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970