

# Home Care in Singapore

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## Abstracts

The home care industry in Singapore is undergoing significant shifts in consumer preferences and behaviour, driven by a combination of health consciousness, environmental awareness, and changing lifestyles. While the increase in dengue cases attributed to construction activities supports overall demand for home insecticides, there is rising interest in natural formulations for these products along with air care due to concerns about the use of artificial chemicals. This reflects a broader global...

Euromonitor International's Home Care in Singapore market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

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

Home Care in Singapore  
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February 2024

### **LIST OF CONTENTS AND TABLES**

HOME CARE IN SINGAPORE  
EXECUTIVE SUMMARY  
Home care in 2023: The big picture

### **2023 KEY TRENDS**

Competitive landscape  
Retailing developments  
What next for home care?

#### MARKET INDICATORS

Table 1 Households 2018-2023

#### MARKET DATA

Table 2 Sales of Home Care by Category: Value 2018-2023

Table 3 Sales of Home Care by Category: % Value Growth 2018-2023

Table 4 NBO Company Shares of Home Care: % Value 2019-2023

Table 5 LBN Brand Shares of Home Care: % Value 2020-2023

Table 6 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 7 Distribution of Home Care by Format: % Value 2018-2023

Table 8 Distribution of Home Care by Format and Category: % Value 2023

Table 9 Forecast Sales of Home Care by Category: Value 2023-2028

Table 10 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

#### LAUNDRY CARE IN SINGAPORE

#### KEY DATA FINDINGS

### **2023 DEVELOPMENTS**

Inflation-driven unit price increases influence demand for laundry care  
Rising environmental awareness among consumers drives eco-friendly innovation

Heightened hygiene concerns drive demand for antibacterial formulations

## PROSPECTS AND OPPORTUNITIES

Producers of powder detergents must identify growth strategies to combat rise of liquid formats

Dynamic growth for liquid tablet format, driven by convenience and eco-conscious purchasing decisions

## CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2018-2023

## CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2018-2023

Table 13 Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 14 Sales of Laundry Aids by Category: Value 2018-2023

Table 15 Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 16 Sales of Laundry Detergents by Category: Value 2018-2023

Table 17 Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 18 Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2018-2023

Table 19 NBO Company Shares of Laundry Care: % Value 2019-2023

Table 20 LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 21 NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 22 LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 23 NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 24 LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 25 Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 26 Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

## DISHWASHING IN SINGAPORE

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Greater mobility and rising popularity of food delivery platforms subdues performance of dishwashing in 2023

Hand dishwashing, driven by tradition, continues to drive overall sales

Rising popularity of private label in face of inflation and falling disposable incomes

## PROSPECTS AND OPPORTUNITIES

Increasing demand for natural formulations is likely to drive future innovation

Further rise in possession rates of dishwashers set to support demand for automatic dishwashing

Convenience of e-commerce set to result in further sales growth over forecast period

## CATEGORY INDICATORS

Table 27 Household Possession of Dishwashers 2017-2022

## CATEGORY DATA

Table 28 Sales of Dishwashing by Category: Value 2018-2023

Table 29 Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 30 NBO Company Shares of Dishwashing: % Value 2019-2023

Table 31 LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 32 Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 33 Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

## SURFACE CARE IN SINGAPORE

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Greater mobility and review of priorities subdues surface care's performance  
Stable demand for multi-purpose cleaners driven by convenience of all-one-cleaning solutions

Waning threat of pandemic reduces focus on regularly disinfecting the home

### PROSPECTS AND OPPORTUNITIES

Interest in eco-friendly surface care likely to influence future product development

Price will remain important but not at the expense of quality and efficacy

## CATEGORY DATA

Table 34 Sales of Surface Care by Category: Value 2018-2023

Table 35 Sales of Surface Care by Category: % Value Growth 2018-2023

Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 37 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 38 NBO Company Shares of Surface Care: % Value 2019-2023

Table 39 LBN Brand Shares of Surface Care: % Value 2020-2023

Table 40 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

Table 41 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

Table 42 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 43 Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

## BLEACH IN SINGAPORE

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Despite stable demand, consumers increasingly scrutinise negative aspects of bleach

Private label dominates sales, driven by basic perception of bleach

E-commerce continues to gain ground, with Walch enjoying a strong online presence

### PROSPECTS AND OPPORTUNITIES

Bleach to face challenges in the coming years, driven by concerns about chemical content

Multi-purpose cleaners to offer stronger competition to bleach

### CATEGORY DATA

Table 44 Sales of Bleach: Value 2018-2023

Table 45 Sales of Bleach: % Value Growth 2018-2023

Table 46 NBO Company Shares of Bleach: % Value 2019-2023

Table 47 LBN Brand Shares of Bleach: % Value 2020-2023

Table 48 Forecast Sales of Bleach: Value 2023-2028

Table 49 Forecast Sales of Bleach: % Value Growth 2023-2028

### TOILET CARE IN SINGAPORE

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Flat performance by toilet care driven by greater mobility, and reduced emphasis on regular sanitising of bathroom area

E-commerce remains popular alternative channel for toilet care purchases

Toilet liquids/foam remains most popular format, driven by ease of use and versatility

### PROSPECTS AND OPPORTUNITIES

Convenience to support further online sales of toilet care

Toilet care could see competition from homemade options using natural ingredients

### CATEGORY DATA

Table 50 Sales of Toilet Care by Category: Value 2018-2023

Table 51 Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 52 NBO Company Shares of Toilet Care: % Value 2019-2023

Table 53 LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 54 Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 55 Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

### POLISHES IN SINGAPORE

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Shoe polish sales rise, supported by demand from military and greater mobility  
SC Johnson & Son retains dominance, supported by strength across polishes  
Smaller brands can potentially offer competition to Kiwi

#### PROSPECTS AND OPPORTUNITIES

Range of factors to influence shoe polish's future flat performance  
Limited time and contemporary interiors trends to subdue demand for furniture polish

#### CATEGORY DATA

Table 56 Sales of Polishes by Category: Value 2018-2023  
Table 57 Sales of Polishes by Category: % Value Growth 2018-2023  
Table 58 NBO Company Shares of Polishes: % Value 2019-2023  
Table 59 LBN Brand Shares of Polishes: % Value 2020-2023  
Table 60 Forecast Sales of Polishes by Category: Value 2023-2028  
Table 61 Forecast Sales of Polishes by Category: % Value Growth 2023-2028

#### AIR CARE IN SINGAPORE

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Consumers increasingly attracted to natural and eco-friendly air care options  
Competition for car air freshener brands from outside of the local market

#### PROSPECTS AND OPPORTUNITIES

Rising health concerns about chemical use in air care  
Niche of electric air fresheners offers dynamic growth prospects

#### CATEGORY DATA

Table 62 Sales of Air Care by Category: Value 2018-2023  
Table 63 Sales of Air Care by Category: % Value Growth 2018-2023  
Table 64 Sales of Air Care by Fragrance: Value Ranking 2021-2023  
Table 65 NBO Company Shares of Air Care: % Value 2019-2023  
Table 66 LBN Brand Shares of Air Care: % Value 2020-2023  
Table 67 Forecast Sales of Air Care by Category: Value 2023-2028  
Table 68 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

#### HOME INSECTICIDES IN SINGAPORE

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Surge in dengue cases supports demand for home insecticides  
Rising concerns about chemicals drive interest in more natural options

Multinationals retain dominance in home insecticides

## PROSPECTS AND OPPORTUNITIES

Purchasing decisions to be increasingly influenced by health and environmental concerns

Growing need to balance hygiene in the home with safe living environment

## CATEGORY DATA

Table 69 Sales of Home Insecticides by Category: Value 2018-2023

Table 70 Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 71 Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023

Table 72 NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 73 LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 74 Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 75 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028



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