

Home Care Products Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Kitchen Care, Household Care, Bathroom Care, Laundry Care, Others), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others), By Region & Competition, 2020-2030F

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Abstracts

Market Overview

The Global Home Care Products Market was valued at USD 140.12 Billion in 2024 and is projected to reach USD 184.72 Billion by 2030, growing at a CAGR of 4.71%. This steady growth is attributed to rising awareness of hygiene and sanitation, increasing urbanization, and higher disposable incomes. In the wake of the COVID-19 pandemic, consumers have become more focused on maintaining cleanliness within their living spaces, boosting demand for household cleaners, laundry detergents, air fresheners, and disinfectants. The market is also being shaped by a shift toward eco-conscious consumption, leading to greater interest in sustainable and natural product formulations. E-commerce growth and omnichannel retailing have broadened consumer access and boosted product availability. Moreover, premiumization trends, emphasizing enhanced efficacy, fragrance, and multi-functionality, are driving up product value and consumer preference in both developed and emerging markets.

Key Market Drivers

Rising Health and Hygiene Awareness

Growing global emphasis on health and hygiene is a key driver propelling the home

care products market. The COVID-19 pandemic heightened public awareness about sanitation, leading to increased usage of products like surface disinfectants, antibacterial sprays, and laundry sanitizers. According to the WHO, over 60% of diseases in India in 2025 are linked to inadequate sanitation and water quality, underscoring the relevance of daily hygiene practices. This growing health consciousness spans urban and rural settings, with educational initiatives and public health campaigns reinforcing the need for regular household cleaning. The result is a notable uptick in consumer demand across all segments of home care, from disinfectants to air purifiers, as maintaining a germ-free environment becomes a top priority in everyday life.

Key Market Challenges

Fluctuating Raw Material Prices and Supply Chain Disruptions

The home care products market is challenged by price volatility in raw materials and persistent global supply chain disruptions. Key ingredients such as surfactants and packaging materials, largely derived from petrochemicals, are subject to unstable commodity prices. This unpredictability impacts manufacturing costs and erodes profit margins, particularly for smaller producers. Furthermore, geopolitical tensions, shipping delays, and pandemic-induced labor shortages have disrupted logistics and procurement networks. These issues complicate production planning, delay product availability, and strain operations. Regulatory shifts related to trade and environmental compliance add another layer of complexity, forcing manufacturers to adapt quickly to evolving market conditions while maintaining cost efficiency and supply reliability.

Key Market Trends

Growing Demand for Natural and Eco-Friendly Products

The global home care products market is witnessing a clear trend toward natural, eco-conscious formulations. Consumers, particularly Millennials and Gen Z, are increasingly seeking products free from harsh chemicals and made with biodegradable, plant-based ingredients. In 2024, regulatory mandates, such as the EPA's ban on PFAS in federal building cleaning supplies, have reinforced the shift toward verified green solutions. As a result, formulations now include ingredients like vinegar, essential oils, and baking soda, while packaging trends favor recyclable or refillable containers. Sustainability has become a central pillar of product innovation and branding, prompting companies to invest in green chemistry and circular design strategies. This eco-centric shift is not only

influencing consumer purchase behavior but also redefining industry standards and competitive differentiation across global markets.

Key Market Players

LIXIL Corporation

Zurn Industries LLC.

Masco Corporation

Bella Group

Kohler Co.

Jaquar

Vitra International Ag.

Toto Ltd.

Roca Sanitario, S.A

Boch AG

Report Scope:

In this report, the Global Home Care Products Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Home Care Products Market, By Product Type:

Kitchen Care

Household Care

Bathroom Care

Laundry Care

Others

Home Care Products Market, By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

Home Care Products Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Vietnam

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Home Care Products Market.

Available Customizations:

Global Home Care Products Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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