

Home Care in Uzbekistan

February 2024

Table of Contents

Home Care in Uzbekistan

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

Air Care in Uzbekistan

KEY DATA FINDINGS

2023 DEVELOPMENTS

Urbanisation impact on air care

Limited demand for new air care products

Unpredictable import trends

PROSPECTS AND OPPORTUNITIES

Maintaining symphony's dominance

Sustained dominance of spray/aerosol fresheners

Optimism surrounding electric air fresheners

CATEGORY DATA

Table 11 - Sales of Air Care by Category: Value 2018-2023

Table 12 - Sales of Air Care by Category: % Value Growth 2018-2023

Table 13 - NBO Company Shares of Air Care: % Value 2019-2023

Table 14 - LBN Brand Shares of Air Care: % Value 2020-2023

Table 15 - Forecast Sales of Air Care by Category: Value 2023-2028

Table 16 - Forecast Sales of Air Care by Category: % Value Growth 2023-2028

Bleach in Uzbekistan

KEY DATA FINDINGS

2023 DEVELOPMENTS

Enduring popularity amidst tradition
Driving growth through household routine
Leadership maintained by Domestos

PROSPECTS AND OPPORTUNITIES

Expanding horizons for Domestos
Optimistic outlook for bleach
Competition and diversification

CATEGORY DATA

Table 17 - Sales of Bleach: Value 2018-2023
Table 18 - Sales of Bleach: % Value Growth 2018-2023
Table 19 - NBO Company Shares of Bleach: % Value 2019-2023
Table 20 - LBN Brand Shares of Bleach: % Value 2020-2023
Table 21 - Forecast Sales of Bleach: Value 2023-2028
Table 22 - Forecast Sales of Bleach: % Value Growth 2023-2028

Dishwashing in Uzbekistan

KEY DATA FINDINGS

2023 DEVELOPMENTS

Navigating global geopolitical shifts
Limited growth in automatic dishwashing
Opportunities for local producers

PROSPECTS AND OPPORTUNITIES

Revitalising established brands
Steady growth in hand dishwashing
Shaping the future competitive landscape

CATEGORY INDICATORS

Table 23 - Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 24 - Sales of Dishwashing by Category: Value 2018-2023
Table 25 - Sales of Dishwashing by Category: % Value Growth 2018-2023
Table 26 - NBO Company Shares of Dishwashing: % Value 2019-2023
Table 27 - LBN Brand Shares of Dishwashing: % Value 2020-2023
Table 28 - Forecast Sales of Dishwashing by Category: Value 2023-2028
Table 29 - Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

Home Insecticides in Uzbekistan

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales influenced by seasonal and population factors
Consumer preference for cost-effective solutions
Dikhlofos: A leading budget-friendly choice

PROSPECTS AND OPPORTUNITIES

Anticipated growth in home insecticides
Continued dominance of foreign brands
Consumer reluctance towards alternatives

CATEGORY DATA

Table 30 - Sales of Home Insecticides by Category: Value 2018-2023

Table 31 - Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 32 - NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 33 - LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 34 - Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 35 - Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

Laundry Care in Uzbekistan

KEY DATA FINDINGS

2023 DEVELOPMENTS

Navigating growth amid challenges

Strategic supply adjustments

Surging interest in liquid detergents

PROSPECTS AND OPPORTUNITIES

Powder detergents maintain dominance

Henkel's strategic focus

Fabric softeners on the rise

CATEGORY INDICATORS

Table 36 - Household Possession of Washing Machines 2018-2023

CATEGORY DATA

Table 37 - Sales of Laundry Care by Category: Value 2018-2023

Table 38 - Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 39 - Sales of Laundry Aids by Category: Value 2018-2023

Table 40 - Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 41 - Sales of Laundry Detergents by Category: Value 2018-2023

Table 42 - Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 43 - NBO Company Shares of Laundry Care: % Value 2019-2023

Table 44 - LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 45 - NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 46 - LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 47 - NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 48 - LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 49 - Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 50 - Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

Polishes in Uzbekistan

KEY DATA FINDINGS

2023 DEVELOPMENTS

Generation gap shapes consumer preferences

Decline in floor polishing practices

Limited appeal of metal polishes

PROSPECTS AND OPPORTUNITIES

Challenges ahead for polishes

Narrowing consumer base for shoe polishes

Continued dominance of imported brands

CATEGORY DATA

- Table 51 - Sales of Polishes by Category: Value 2018-2023
- Table 52 - Sales of Polishes by Category: % Value Growth 2018-2023
- Table 53 - NBO Company Shares of Polishes: % Value 2019-2023
- Table 54 - LBN Brand Shares of Polishes: % Value 2020-2023
- Table 55 - Forecast Sales of Polishes by Category: Value 2023-2028
- Table 56 - Forecast Sales of Polishes by Category: % Value Growth 2023-2028

Surface Care in Uzbekistan

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Sustaining growth amidst evolving habits
- Navigating supply chain dynamics
- Shifts in consumer preferences

PROSPECTS AND OPPORTUNITIES

- Capitalising on consumer loyalty
- Brand focus and strategic shifts
- Rise of multipurpose cleaners

CATEGORY DATA

- Table 57 - Sales of Surface Care by Category: Value 2018-2023
- Table 58 - Sales of Surface Care by Category: % Value Growth 2018-2023
- Table 59 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023
- Table 60 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023
- Table 61 - NBO Company Shares of Surface Care: % Value 2019-2023
- Table 62 - LBN Brand Shares of Surface Care: % Value 2020-2023
- Table 63 - Forecast Sales of Surface Care by Category: Value 2023-2028
- Table 64 - Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

Toilet Care in Uzbekistan

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Sustained demand despite eased restrictions
- Rim blocks emerging as viable alternatives
- Unilever's success story: Quality over price

PROSPECTS AND OPPORTUNITIES

- Stable growth trajectory ahead
- Limited awareness hinders diversification
- Intense competition amidst market dynamics

CATEGORY DATA

- Table 65 - Sales of Toilet Care by Category: Value 2018-2023
- Table 66 - Sales of Toilet Care by Category: % Value Growth 2018-2023
- Table 67 - NBO Company Shares of Toilet Care: % Value 2019-2023
- Table 68 - LBN Brand Shares of Toilet Care: % Value 2020-2023
- Table 69 - Forecast Sales of Toilet Care by Category: Value 2023-2028
- Table 70 - Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

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/home-care-in-uzbekistan/report.