

Laundry Care in South Africa

March 2024

Table of Contents

Laundry Care in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

New entrant is suitable as both automatic and hand wash detergent
Carpet cleaner brands adapt to consumers' disposable incomes by adding value
Sta-Soft adds longer-lasting freshness

PROSPECTS AND OPPORTUNITIES

Affordability and diversification will be core factors driving choice of laundry care
Maq creates specific value and expands product range to strengthen share
Sta-Soft adds a new fragrance and bigger bottle to compete with emerging players

CATEGORY INDICATORS

Table 1 - Household Possession of Washing Machines 2018-2023

CATEGORY DATA

Table 2 - Sales of Laundry Care by Category: Value 2018-2023
Table 3 - Sales of Laundry Care by Category: % Value Growth 2018-2023
Table 4 - Sales of Laundry Aids by Category: Value 2018-2023
Table 5 - Sales of Laundry Aids by Category: % Value Growth 2018-2023
Table 6 - Sales of Laundry Detergents by Category: Value 2018-2023
Table 7 - Sales of Laundry Detergents by Category: % Value Growth 2018-2023
Table 8 - NBO Company Shares of Laundry Care: % Value 2019-2023
Table 9 - LBN Brand Shares of Laundry Care: % Value 2020-2023
Table 10 - NBO Company Shares of Laundry Aids: % Value 2019-2023
Table 11 - LBN Brand Shares of Laundry Aids: % Value 2020-2023
Table 12 - NBO Company Shares of Laundry Detergents: % Value 2019-2023
Table 13 - LBN Brand Shares of Laundry Detergents: % Value 2020-2023
Table 14 - Forecast Sales of Laundry Care by Category: Value 2023-2028
Table 15 - Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

Home Care in South Africa - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 16 - Households 2018-2023

MARKET DATA

Table 17 - Sales of Home Care by Category: Value 2018-2023
Table 18 - Sales of Home Care by Category: % Value Growth 2018-2023
Table 19 - NBO Company Shares of Home Care: % Value 2019-2023
Table 20 - LBN Brand Shares of Home Care: % Value 2020-2023
Table 21 - Penetration of Private Label in Home Care by Category: % Value 2018-2023
Table 22 - Distribution of Home Care by Format: % Value 2018-2023
Table 23 - Distribution of Home Care by Format and Category: % Value 2023
Table 24 - Forecast Sales of Home Care by Category: Value 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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