



Home Care in Asia Pacific

March 2024

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REGIONAL OVERVIEW

Asia Pacific has the biggest regional home care market

Only the pandemic slightly disrupted the consistent annual growth rates of around 2%

Laundry care dominates home care retail value sales

Detergent tablets one of the most dynamic product areas over 2018-2023

Toilet care sees strong growth in South Korea over 2018-2023, helped by e-commerce

Laundry care dominates the new sales added over 2018-2023

Players utilise various strategies to get round the rising costs

Small local grocers continue to lead retail distribution in Asia Pacific...

...but e-commerce continues to make gains, especially in China and South Korea

LEADING COMPANIES AND BRANDS

Kao enters the detergent tablets category in Japan

Strong growth in India in recent years drives regional share gains for Unilever

India is the biggest market in the region for leading player Unilever

Liby continues to lead the brand rankings

FORECAST PROJECTIONS

Positive volume and value growth expected over the forecast period

Further development in scented laundry care products likely to be seen in China

COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

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India: Competitive and Retail Landscape

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