



# Toilet Care in South Africa

April 2026

Table of Contents

## Toilet Care in South Africa - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Evolving Product Formats Shape Toilet Cares' Growth

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Toilet Care

#### INDUSTRY PERFORMANCE

Evolving Product Formats Shape Toilet Cares' Growth

Chart 2 - Unilever Launches Domestos Power Foam

Toilet Liquids/Foam Remains the Largest Category, While Itbs Exhibits Dynamic Growth

Consumer Demand for Health and Hygiene Continues to Influence Toilet Care

Chart 3 - Value Sales of Toilet Care 2020-2030

Chart 4 - Volume Sales of Toilet Care 2020-2030

Chart 5 - Value Sales of Toilet Care by Category 2025

#### WHAT'S NEXT?

Increasing Urbanisation Set to Drive Future Toilet Care Sales Growth

Toilet Liquids/Foam Remains Largest Due to Affordability and Efficacy

Consumer Demand for Value-Added Products Set to Influence Brand Loyalty

Chart 6 - Forecast Value Sales of Toilet Care 2020-2030

Chart 7 - Forecast Value Sales of Toilet Care by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Leading Brands Dominate Toilet Care with Strong Branding

Chart 8 - Company Shares of Toilet Care 2025

Chart 9 - Brand Shares of Toilet Care 2025

#### CHANNELS

Supermarkets Remain Dominant Channel for Toilet Care Sales

Retail E-Commerce Displays Flat Performance

Chart 10 - Retail Channels for Toilet Care 2020-2025

#### ECONOMIC CONTEXT

Chart 11 - Economic Context for Toilet Care

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 14 - Consumer Context for Toilet Care

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

[Home Care in South Africa - Industry Overview](#)

#### EXECUTIVE SUMMARY

Multifunctionality Drives Growth in Home Care Products

#### KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Home Care

## INDUSTRY PERFORMANCE

Multifunctionality Drives Growth in Home Care Products

Chart 19 - Handy Andy Launches Multipurpose Bleach

Laundry Care Dominates Market Share with Sustained Demand

Shifting Consumer Demand Rives Innovation in Product Formats

Chart 20 - Unilever Launches Domestos Power Foam

Chart 21 - Value Sales of Home Care 2020-2030

Chart 22 - Volume Sales of Home Care 2020-2030

Chart 23 - Value Sales of Home Care by Category 2025

## WHAT'S NEXT?

While Price Sensitivity Is Set to Remain High, Promotional Activity Is Expected to Drive Home Care Growth

Health and Wellness Trends Expected to Drive Growth in Laundry Care and Surface Care

Chart 24 - Analyst Insight for Home Care

Evolving Product Formats and Convenience-Driven Innovation Anticipated to Remain Relevant

Chart 25 - Forecast Value Sales of Home Care 2020-2030

Chart 26 - Forecast Value Sales of Home Care by Category 2025-2030

## COMPETITIVE LANDSCAPE

Unilever South Africa (Pty) Ltd Maintains Lead in Concentrated Home Care Market

Chart 27 - Company Shares of Home Care 2025

Chart 28 - Brand Shares of Home Care 2025

## CHANNELS

Supermarkets Dominate Home Care Distribution with Strong Presence

Retail E-Commerce Displays Flat Performance but Is Set to Gain Traction through Loyalty and Rewards Programmes

Chart 29 - Retail Channels for Home Care 2020-2025

## ECONOMIC CONTEXT

Chart 30 - Economic Context for Home Care

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 33 - Consumer Context for Home Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### 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/toilet-care-in-south-africa/report](http://www.euromonitor.com/toilet-care-in-south-africa/report).