



# Home Care in Australia

May 2026

Table of Contents

## EXECUTIVE SUMMARY

Evolving Product Formats Drive Home Care Growth Amid Economic Pressures

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Care

## INDUSTRY PERFORMANCE

Evolving Product Formats Drive Home Care Growth Amid Economic Pressures

Chart 2 - Ozkleen Introduced its Newest Dishwashing Gel Product

Private-Label Expansion Reshapes Competitive Dynamics

Chart 3 - Woolworths and Other Retailers Expand their Private Label Lines

Sustainability Initiatives Gain Traction across Categories

Chart 4 - Earth Choice Launched Biodegradable Dishwashing Detergent Sheets

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

## WHAT'S NEXT?

Consumers Drive Multifunctional Product Demand

Sustainability to Reshape Product Portfolios and Consumer Expectations

Chart 8 - Analyst Insight for Home Care

E-Commerce and Private Label Drive Market Dynamics

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Brands Maintain Dominance through Innovation and Divestiture

Divestiture Reshapes Competitive Dynamics

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

## CHANNELS

Supermarkets Channel Maintains Dominance as E-Commerce Enjoys Further Growth

Bunnings and Chemist Warehouse Lead Emerging Retail Concepts

Chart 13 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 14 - Economic Context for Home Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 17 - Consumer Context for Home Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Mood-Boosting Ingredients Drive Innovation and Premium Growth

### KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Air Care

### INDUSTRY PERFORMANCE

Mood-Boosting Ingredients Drive Innovation and Premium Growth

Chart 22 - Air Wick Launches New Range with 2x Essential Oils

Premiumisation Reshapes Category From Odour Control to Lifestyle

Chart 23 - Auric Aromasphere Offers Premium Air Care through Advanced Technology

Health and Wellness Trends Transform Air Care into Holistic Living Category

Chart 24 - Value Sales 2020-2030

Chart 25 - Volume Sales 2020-2030

Chart 26 - Value Sales by Category 2025

### WHAT'S NEXT?

Health and Wellness Position Air Care as Emotional Wellbeing Category

Chart 27 - Analyst Insight for Air Care

Sustainable Innovation Becomes Both a Compliance Necessity and a Differentiation Driver

Smart Technology Merges with Fragrance Science for Premium Segment

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Leading Brands Maintain Dominance through Innovation

Strategic Restructuring Reshapes Competitive Landscape

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

### CHANNELS

Supermarkets Channel Maintains Lead as E-Commerce Captures Premium Segment

Chart 32 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 33 - Economic Context for Air Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 36 - Consumer Context for Air Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

[Bleach in Australia](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Bleach Declines, but Multifunctionality Mitigates Broader Losses

## KEY INDUSTRY TRENDS

Chart 40 - Key Industry Trends for Bleach

## INDUSTRY PERFORMANCE

Bleach Declines, but Multifunctionality Mitigates Broader Losses

Chart 41 - Major Retailers Drive Growth with Multi-purpose Bleach

Regulatory Requirements and Technological Advances Drive Reformulation

Chart 42 - Value Sales 2020-2030

Chart 43 - Volume Sales 2020-2030

## WHAT'S NEXT?

Multifunctionality to Offset Continued Category Decline

Businesses Adapt to Changing Consumer Preferences and Regulatory Requirements

Chart 44 - Analyst Insight for Bleach

Channel Evolution to Create Opportunities in Premium Segments

Chart 45 - Forecast Value Sales 2020-2030

## COMPETITIVE LANDSCAPE

Pental Products Dominates Bleach Market Through Strong Brand Recognition

Chart 46 - Company Shares 2025

Chart 47 - Brand Shares 2025

## CHANNELS

Supermarkets Remains Dominant Channel for Bleach Sales

Chart 48 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 49 - Economic Context for Bleach

Chart 50 - Real Gdp Growth 2020-2030

Chart 51 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 52 - Consumer Context for Bleach

Chart 53 - Population 2020-2030

Chart 54 - Consumer Expenditure 2020-2030

Chart 55 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Dishwashing in Australia](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Evolving Formats Drive Growth with Automatic Dishwashing Dominance

## KEY INDUSTRY TRENDS

Chart 56 - Key Industry Trends for Dishwashing

## INDUSTRY PERFORMANCE

Evolving Formats Drive Growth with Automatic Dishwashing Dominance

Chart 57 - Ozkleen Introduces Newest Dishwashing Gel

Sustainability Reshapes Product Design and Retailer Strategies

Chart 58 - Earth Choice Launches Biodegradable Dishwashing Detergent Sheets

Private Label Gains Share through Cost-Effective Alternatives

Chart 59 - Value Sales 2020-2030

Chart 60 - Volume Sales 2020-2030

Chart 61 - Value Sales by Category 2025

## WHAT'S NEXT?

Automatic Dishwashing Products Set to Drive Growth with Appliance Adoption

Novel Formats to Gain Traction through Convenience and Sustainability

Chart 62 - Analyst Insight for Dishwashing

Omnichannel Strategies Expand Reach across Retail Platforms

Chart 63 - Forecast Value Sales 2020-2030

Chart 64 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Players Maintain Dominance through Innovation and Focus

Chart 65 - Company Shares 2025

Chart 66 - Brand Shares 2025

## CHANNELS

Supermarkets Channel Remains Dominant, E-Commerce Gains Traction

Chart 67 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 68 - Economic Context for Dishwashing

Chart 69 - Real Gdp Growth 2020-2030

Chart 70 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 71 - Consumer Context for Dishwashing

Chart 72 - Population 2020-2030

Chart 73 - Consumer Expenditure 2020-2030

Chart 74 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Home Insecticides in Australia](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Category Growth Driven by Health Awareness and Urbanisation

### KEY INDUSTRY TRENDS

Chart 75 - Key Industry Trends for Home Insecticides

## INDUSTRY PERFORMANCE

Category Growth Driven by Health Awareness and Urbanisation

Health and Wellness Priorities Shape Product Development

Chart 76 - Mortein Launches PowerGard Bomb

Multifunctionality Shapes Innovation and Boost Share Gains

Chart 77 - Value Sales 2020-2030

Chart 78 - Volume Sales 2020-2030

Chart 79 - Value Sales by Category 2025

## WHAT'S NEXT?

Safer and Sustainable Solutions to Drive Future Growth

Chart 80 - Analyst Insight for Home Insecticides  
Multifunctionality Enhances Product Appeal  
Channel Evolution and Competitive Reshaping Will Create Opportunities  
Chart 81 - Forecast Value Sales 2020-2030  
Chart 82 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Companies Maintain Positions through Innovation and Visibility  
Strategic Divestiture Shapes Competitive Dynamics  
Chart 83 - Company Shares 2025  
Chart 84 - Brand Shares 2025

## CHANNELS

Supermarkets Channel Dominates While E-Commerce Record-notable Expansion  
Chart 85 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 86 - Economic Context for Home Insecticides  
Chart 87 - Real Gdp Growth 2020-2030  
Chart 88 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 89 - Consumer Context for Home Insecticides  
Chart 90 - Population 2020-2030  
Chart 91 - Consumer Expenditure 2020-2030  
Chart 92 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Laundry Care in Australia](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Private Label Expands Amid Economic Pressures

### KEY INDUSTRY TRENDS

Chart 93 - Key Industry Trends for Laundry Care

## INDUSTRY PERFORMANCE

Private Label Expands Amid Economic Pressures  
Chart 94 - Woolworths and Other Retailers Expand Their Private Label lines  
Format Innovation Drives Convenience and Sustainability  
Chart 95 - Earth Choice Develops Sustainable Laundry Care  
Quick-Wash Solutions Respond to Time-Pressed Lifestyles  
Chart 96 - 15-minute OMO Detergent  
Chart 97 - Value Sales 2020-2030  
Chart 98 - Volume Sales 2020-2030  
Chart 99 - Value Sales by Category 2025

## WHAT'S NEXT?

Rising Private-Label Influence to Drive Competitive Pressure  
Innovation in Formats and Technology Leads Category Evolution  
Sustainability as Standard Practice Amid Cost Pressures

Chart 100 - Analyst Insight for Laundry Care  
Chart 101 - Forecast Value Sales 2020-2030  
Chart 102 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Henkel and Unilever Maintain Lead Despite Private Label Growth  
Emerging Players Gain Traction through Sustainability Focus  
Chart 103 - Company Shares 2025  
Chart 104 - Brand Shares 2025

## CHANNELS

Supermarkets Channel Maintains Lead as E-Commerce Posts Fastest Growth  
Emerging Retail Concepts Focus on Direct-To-Consumer and Subscription Models  
Chart 105 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 106 - Economic Context for Laundry Care  
Chart 107 - Real Gdp Growth 2020-2030  
Chart 108 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 109 - Consumer Context for Laundry Care  
Chart 110 - Population 2020-2030  
Chart 111 - Consumer Expenditure 2020-2030  
Chart 112 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Polishes in Australia](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Sales Remain Flat as Convenience Innovations Drive Category Shift

### KEY INDUSTRY TRENDS

Chart 113 - Key Industry Trends for Polishes

## INDUSTRY PERFORMANCE

Sales Remain Flat as Convenience Innovations Drive Category Shift  
Evolving Product Formats Redefine Polish Offerings for Convenience and Premium Care  
Chart 114 - Evolving Product Formulas  
Chart 115 - Value Sales 2020-2030  
Chart 116 - Volume Sales 2020-2030  
Chart 117 - Value Sales by Category 2025

## WHAT'S NEXT?

Brands Drive Growth with Sustainable and Convenient Solutions  
Premium Offerings Set to Capitalise on Consumer Willingness to Pay More  
Sustainability Requirements and E-Commerce Will Reshape Competitive Landscape  
Chart 118 - Analyst Insight for Polishes  
Chart 119 - Forecast Value Sales 2020-2030  
Chart 120 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Reckitt and Sc Johnson Dominate Polishes through Innovation

Chart 121 - Company Shares 2025

Chart 122 - Brand Shares 2025

## CHANNELS

Supermarkets Channel Maintains Dominance as E-Commerce Gains Share for Premium Products

Chart 123 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 124 - Economic Context for Polishes

Chart 125 - Real Gdp Growth 2020-2030

Chart 126 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 127 - Consumer Context for Polishes

Chart 128 - Population 2020-2030

Chart 129 - Consumer Expenditure 2020-2030

Chart 130 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Surface Care in Australia](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Health and Wellness Priorities Drive Category Growth

### KEY INDUSTRY TRENDS

Chart 131 - Key Industry Trends for Surface Care

## INDUSTRY PERFORMANCE

Health and Wellness Priorities Drive Category Growth

Sustainability Reshapes Premium Segments

Chart 132 - Koala Eco Launches Natural Concentrated Kitchen Cleaner

Format Innovation Enhances Convenience and Functionality

Chart 133 - Windex Launches Foam Cleaner that Clings to Vertical Surfaces

Chart 134 - Value Sales 2020-2030

Chart 135 - Volume Sales 2020-2030

Chart 136 - Value Sales by Category 2025

## WHAT'S NEXT?

Sustainability and Wellness Priorities to Drive Category Expansion

Chart 137 - Analyst Insight for Surface Care

Format Innovation Enhances Convenience and Functionality

E-Commerce Expansion Is Reshaping Purchase Behaviour

Chart 138 - Forecast Value Sales 2020-2030

Chart 139 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Brands Secure Positions through Strategic Focus and Innovation

Strategic Shifts and Emerging Opportunities

Chart 140 - Company Shares 2025

Chart 141 - Brand Shares 2025

## CHANNELS

Supermarket Channel Dominates as E-Commerce Gains Traction

Chart 142 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 143 - Economic Context for Surface Care

Chart 144 - Real Gdp Growth 2020-2030

Chart 145 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 146 - Consumer Context for Surface Care

Chart 147 - Population 2020-2030

Chart 148 - Consumer Expenditure 2020-2030

Chart 149 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Toilet Care in Australia](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Innovation and Stable Economic Conditions Support Category Growth

### KEY INDUSTRY TRENDS

Chart 150 - Key Industry Trends for Toilet Care

## INDUSTRY PERFORMANCE

Innovation and Stable Economic Conditions Support Category Growth

Sustainability Drives Eco-Friendly Product Development

Evolving Formats Enhance Convenience and Functionality

Chart 151 - World's First Cageless Rim Block

Chart 152 - Value Sales 2020-2030

Chart 153 - Volume Sales 2020-2030

Chart 154 - Value Sales by Category 2025

## WHAT'S NEXT?

Eco-Friendly Priorities to Drive Category Expansion

Chart 155 - Analyst Insight for Toilet Care

Format Innovation Enhances User Experience

Channel Dynamics Will Evolve with E-Commerce Expansion

Chart 156 - Forecast Value Sales 2020-2030

Chart 157 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Brands Secure Positions through Innovation and Reputation

Chart 158 - Company Shares 2025

Chart 159 - Brand Shares 2025

## CHANNELS

Supermarkets Channel Dominates While E-Commerce Enjoys Significant Expansion

Brands Boost Digital Visibility to Capture New Consumer Demand

Chart 160 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 161 - Economic Context for Toilet Care

Chart 162 - Real Gdp Growth 2020-2030

Chart 163 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 164 - Consumer Context for Toilet Care

Chart 165 - Population 2020-2030

Chart 166 - Consumer Expenditure 2020-2030

Chart 167 - 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/home-care-in-australia/report](http://www.euromonitor.com/home-care-in-australia/report).