



Dishwashing in Saudi Arabia

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Steady Growth Is Driven by Convenience Needs and Rising Disposable Incomes

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Dishwashing

INDUSTRY PERFORMANCE

Steady Growth Is Driven by Convenience Needs and Rising Disposable Incomes

Hand Dishwashing Leads Sales While Automatic Dishwashing Drives Growth

Evolving Product Formats Attract Consumers through Convenience and Enhanced Performance

Chart 2 - 'Finish' All in One Max Dishwasher Gel (Rb) with Fast Dissolving and Lemon Sparkle Formula

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Chart 6 - Analyst Insight for Dishwashing

Consumer Confidence Is Set to Support Demand for Convenient, High-Performing Formats

Rising Dishwasher Ownership Supports the Dynamic Performance of Automatic Dishwashing

Quick Wash and Efficiency Are Set to Be the Focus of Product Innovation

Chart 7 - Procter and Gamble Co.'S '1 Step Fairy Dish-Washer Capsules', with Alternative Power to Bleach.

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Maintain Their Positions through Robust Distribution and Innovation

Private Label and Dtc?Brands Influence Dishwashing in Saudi?Arabia

Chart 10 - Carrefour Antibacterial Dishwashing Liquid

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Lead Dishwashing Sales through Convenience

Retail E-Commerce Drives Growth with Convenience and Digital Promotions

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Dishwashing

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Dishwashing

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

Growth Is Driven by Rising Urbanisation and Changing Consumer Needs

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Growth Is Driven by Rising Urbanisation and Changing Consumer Needs

Laundry Care Leads Value Sales through Convenience and Premium Appeal

Multifunctionality and Evolving Product Formats Influence Home Care

Chart 22 - Clorox Scentiva Multi Surface Spray Cleaner Japanese Spring Blossom Bleach Free

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Chart 26 - Analyst Insight for Home Care

Laundry Care Is Set to Lead Sales through Premium and Multifunctional Appeal

Changing Consumer Preferences and Localisation Are Set to Influence Innovation

Mood-Boosting Ingredients Are Set to Drive Demand in Home Care

Chart 27 - Windex Glass Cleaner Lavender

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Co and Modern Industries Co Lead with a Strong Focus on Essential Home Care Products

Competitors Gain Ground through Multifunctional Innovation

Chart 30 - Al Emlaq Super Gel Multipurpose Cleaner

Chart 31 - Company Shares 2025

Chart 32 - Brand Shares 2025

CHANNELS

Grocery Retailers Dominate Sales through Convenience, Accessibility and Competitive Pricing

Retail E-Commerce Gains Traction through Rising Internet Penetration and the Growing Demand for Convenience

Chart 33 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 34 - Economic Context for Home Care

Chart 35 - Real Gdp Growth 2020-2030

Chart 36 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 37 - Consumer Context for Home Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/dishwashing-in-saudi-arabia/report.