



**Euromonitor
International**

Home Care in Singapore

February 2025

Table of Contents

Home Care in Singapore

EXECUTIVE SUMMARY

Home care in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 1 - Households 2019-2024

MARKET DATA

Table 2 - Sales of Home Care by Category: Value 2019-2024
Table 3 - Sales of Home Care by Category: % Value Growth 2019-2024
Table 4 - NBO Company Shares of Home Care: % Value 2020-2024
Table 5 - LBN Brand Shares of Home Care: % Value 2021-2024
Table 6 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
Table 7 - Distribution of Home Care by Format: % Value 2019-2024
Table 8 - Distribution of Home Care by Format and Category: % Value 2024
Table 9 - Forecast Sales of Home Care by Category: Value 2024-2029
Table 10 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Air Care in Singapore

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sustainability and natural ingredients drive developments in air care
Wellness-focussed air fresheners provide an attractive niche
Are smart air care devices set to be the next big thing?

PROSPECTS AND OPPORTUNITIES

Eco-friendly and refillable air care solutions will drive ongoing developments
Multi-functional air care products and local scents provide other areas for development
Niche of electric air fresheners offers ongoing growth prospects

CATEGORY DATA

Table 11 - Sales of Air Care by Category: Value 2019-2024
Table 12 - Sales of Air Care by Category: % Value Growth 2019-2024
Table 13 - Sales of Air Care by Fragrance: Value Ranking 2022-2024
Table 14 - NBO Company Shares of Air Care: % Value 2020-2024
Table 15 - LBN Brand Shares of Air Care: % Value 2021-2024
Table 16 - Forecast Sales of Air Care by Category: Value 2024-2029
Table 17 - Forecast Sales of Air Care by Category: % Value Growth 2024-2029

Bleach in Singapore

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing health concerns continue regarding the use of bleach

Private label is strong in bleach, due to offering affordable and practical cleaning solutions

E-commerce continues to gain ground for bleach sales

PROSPECTS AND OPPORTUNITIES

Could bleach become a popular multi-purpose solution?

Private labels will continue to lead bleach

Bleach will continue to face competition from multi-surface cleaners

CATEGORY DATA

Table 18 - Sales of Bleach: Value 2019-2024

Table 19 - Sales of Bleach: % Value Growth 2019-2024

Table 20 - NBO Company Shares of Bleach: % Value 2020-2024

Table 21 - LBN Brand Shares of Bleach: % Value 2021-2024

Table 22 - Forecast Sales of Bleach: Value 2024-2029

Table 23 - Forecast Sales of Bleach: % Value Growth 2024-2029

Dishwashing in Singapore

KEY DATA FINDINGS

2024 DEVELOPMENTS

“New normal” of food delivery and dining out restricts the need for dishwashing products

Cultural and practical preferences for hand dishwashing continue

Private labels attract cost-conscious consumers, while FairPrice enhances its “green” credentials

PROSPECTS AND OPPORTUNITIES

Demand for natural formulations drives innovation

Growth in dishwasher penetration will support sales of automatic dishwashing products

Convenience of e-commerce helps to support sales

CATEGORY INDICATORS

Table 24 - Household Possession of Dishwashers 2019-2024

CATEGORY DATA

Table 25 - Sales of Dishwashing by Category: Value 2019-2024

Table 26 - Sales of Dishwashing by Category: % Value Growth 2019-2024

Table 27 - NBO Company Shares of Dishwashing: % Value 2020-2024

Table 28 - LBN Brand Shares of Dishwashing: % Value 2021-2024

Table 29 - Forecast Sales of Dishwashing by Category: Value 2024-2029

Table 30 - Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

Home Insecticides in Singapore

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for eco-friendly and non-toxic solutions in home insecticides

Focus on disease prevention continues due to mosquito problems

Integration of smart and automated insect control

PROSPECTS AND OPPORTUNITIES

Further innovation in non-toxic and child-safe options expected

Purchasing decisions will continue to be influenced by health and environmental concerns

Preventive care aligns with public health campaigns

CATEGORY DATA

- Table 31 - Sales of Home Insecticides by Category: Value 2019-2024
- Table 32 - Sales of Home Insecticides by Category: % Value Growth 2019-2024
- Table 33 - Sales of Spray/Aerosol Insecticides by Type: % Value 2019-2024
- Table 34 - NBO Company Shares of Home Insecticides: % Value 2020-2024
- Table 35 - LBN Brand Shares of Home Insecticides: % Value 2021-2024
- Table 36 - Forecast Sales of Home Insecticides by Category: Value 2024-2029
- Table 37 - Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

Laundry Care in Singapore

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Liquid tablet detergents appeal to busy urban consumers seeking a superior result with ease of use
- Premiumisation trend continues to grow, supporting value sales
- Antibacterial properties become an essential feature in laundry detergents

PROSPECTS AND OPPORTUNITIES

- Powder detergents continue to decline in popularity
- Eco trends will drive ongoing innovations
- Polarisation expected in laundry care over the forecast period

CATEGORY INDICATORS

- Table 38 - Household Possession of Washing Machines 2019-2024

CATEGORY DATA

- Table 39 - Sales of Laundry Care by Category: Value 2019-2024
- Table 40 - Sales of Laundry Care by Category: % Value Growth 2019-2024
- Table 41 - Sales of Laundry Aids by Category: Value 2019-2024
- Table 42 - Sales of Laundry Aids by Category: % Value Growth 2019-2024
- Table 43 - Sales of Laundry Detergents by Category: Value 2019-2024
- Table 44 - Sales of Laundry Detergents by Category: % Value Growth 2019-2024
- Table 45 - Sales of In-Wash Spot and Stain Removers by Type: % Value Breakdown 2019-2024
- Table 46 - NBO Company Shares of Laundry Care: % Value 2020-2024
- Table 47 - LBN Brand Shares of Laundry Care: % Value 2021-2024
- Table 48 - NBO Company Shares of Laundry Aids: % Value 2020-2024
- Table 49 - LBN Brand Shares of Laundry Aids: % Value 2021-2024
- Table 50 - NBO Company Shares of Laundry Detergents: % Value 2020-2024
- Table 51 - LBN Brand Shares of Laundry Detergents: % Value 2021-2024
- Table 52 - Forecast Sales of Laundry Care by Category: Value 2024-2029
- Table 53 - Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

Polishes in Singapore

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Shoe polish sales largely supported by military demand
- Furniture polish faces challenges due to modern household styles
- SC Johnson maintains its overall monopoly in the consolidated category of polishes

PROSPECTS AND OPPORTUNITIES

A flat performance expected for shoe polish over the forecast period
Limited demand for furniture polish will continue to create challenges
Emerging competition from smaller brands expected

CATEGORY DATA

- Table 54 - Sales of Polishes by Category: Value 2019-2024
- Table 55 - Sales of Polishes by Category: % Value Growth 2019-2024
- Table 56 - NBO Company Shares of Polishes: % Value 2020-2024
- Table 57 - LBN Brand Shares of Polishes: % Value 2021-2024
- Table 58 - Forecast Sales of Polishes by Category: Value 2024-2029
- Table 59 - Forecast Sales of Polishes by Category: % Value Growth 2024-2029

Surface Care in Singapore

KEY DATA FINDINGS

2024 DEVELOPMENTS

Shifting priorities in the post-pandemic landscape mean a lower frequency of cleaning
Reduced focus on home care disinfectants due to perceived risks of infection
Multi-purpose cleaners continue to appeal to consumers

PROSPECTS AND OPPORTUNITIES

Eco-friendly surface care set to drive future product development
Balancing price sensitivity with quality and efficacy
Convenience of e-commerce helps to support sales

CATEGORY DATA

- Table 60 - Sales of Surface Care by Category: Value 2019-2024
- Table 61 - Sales of Surface Care by Category: % Value Growth 2019-2024
- Table 62 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024
- Table 63 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024
- Table 64 - NBO Company Shares of Surface Care: % Value 2020-2024
- Table 65 - LBN Brand Shares of Surface Care: % Value 2021-2024
- Table 66 - NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2024
- Table 67 - LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2021-2024
- Table 68 - Forecast Sales of Surface Care by Category: Value 2024-2029
- Table 69 - Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

Toilet Care in Singapore

KEY DATA FINDINGS

2024 DEVELOPMENTS

Focus on hygiene and cleanliness drives demand for toilet care
Convenience drives product innovation in toilet care, while toilet liquids/foam remains the most popular product overall
Eco-friendly and sustainable trends also on the rise in toilet care

PROSPECTS AND OPPORTUNITIES

DIY cleaning solutions offer eco-friendly options to environmentally aware consumers
Convenience will remain a key driver of sales
E-commerce will also support sales

CATEGORY DATA

- Table 70 - Sales of Toilet Care by Category: Value 2019-2024

Table 71 - Sales of Toilet Care by Category: % Value Growth 2019-2024

Table 72 - NBO Company Shares of Toilet Care: % Value 2020-2024

Table 73 - LBN Brand Shares of Toilet Care: % Value 2021-2024

Table 74 - Forecast Sales of Toilet Care by Category: Value 2024-2029

Table 75 - Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

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-singapore/report.