



Euromonitor  
International

# Procter & Gamble Co, The in Home Care

August 2025

Table of Contents

## INTRODUCTION

Executive summary

## STATE OF PLAY

Top companies at a glance

The Procter & Gamble Co's global footprint

Laundry care dominates Procter & Gamble's global home care sales

Market momentum driving growth at Procter and Gamble

Fabric & Home Care division generates more than a third of group sales

Fabric & Home Care division generates more than a third of group sales

North America is Procter & Gamble's biggest regional market

## EXPOSURE TO FUTURE GROWTH

The US laundry care market will continue to dominate new sales

Little movement expected among the leading home care players

Procter & Gamble aiming for Net Zero by 2040

Cold wash: Driving sustainability, cost savings and market growth

Tide Evo boosts sustainability

## COMPETITIVE POSITIONING

Affordability: a catalyst for private label growth

Private label gains share in Western Europe and Australasia

Private label lines and DTC brands an increasing threat to branded players

Global market exposure: Balancing developed and emerging economies

Key categories and markets

Key brands

Febreze Reveals Vanilla Suede as its 2025 Scent of the Year

Cutting packaging and boosting recyclability

## LAUNDRY CARE

Procter & Gamble losing share in China amidst the intense competition

Concentrated detergents have major shares in developed markets

Procter & Gamble works with appliance makers and Walmart on CWW

Innovation remains at the forefront for Procter & Gamble in laundry care

Partnership to use AI for designing novel enzymes for cold washing

## DISHWASHING

Procter & Gamble dominates US dishwashing with its Dawn and Cascade brands

Dishwasher possession rates heavily influence product usage

More powerful and easier-to-handle products

Cold-water hand dishwashing and shorter dishwasher cycles

## SURFACE CARE

North America and Western Europe dominate sales

Swiffer dominates home care wipes and floor cleaning systems in North America

Easier-to-store Swiffer Sweep + Mop Deluxe

## KEY FINDINGS

Key findings

## APPENDIX

Projected company sales: FAQs (1)

Projected company sales: FAQs (2)

## 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/procter-and-gamble-co-the-in-home-care/report](http://www.euromonitor.com/procter-and-gamble-co-the-in-home-care/report).