



Laundry Care in Israel

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Formats Drive Value Growth Despite Slow Volume Increase

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Premium Formats Drive Value Growth Despite Slow Volume Increase

Laundry Detergents Remain Dominant, Driven by Premiumisation

Evolving Product Formats and Mood-Boosting Ingredients Shape the Market

Chart 2 - Analyst Insight for Laundry Care

Chart 3 - Israeli Brands Boost Cold-Wash Adoption with New Bio Gel Detergents

Chart 4 - Value Sales of Laundry Care 2020-2030

Chart 5 - Volume Sales of Laundry Care 2020-2030

Chart 6 - Value Sales of Laundry Care by Category 2025

WHAT'S NEXT?

Consumers to Drive Premiumisation and Sustainability in Laundry Care

Gel Tablets Will Continue Gaining Traction

Sustainability and Convenience to Shape Future Business Strategies

Chart 7 - Forecast Value Sales of Laundry Care 2020-2030

Chart 8 - Forecast Value Sales of Laundry Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Maintain Their Positions through Premiumisation and Wide Distribution

Chart 9 - Bagi Launches Concentrated Baby Laundry Gel Targeting Sensitive Fabric Care

Concentrated Liquids and Gels Drive Premiumisation and Sustainability

Chart 10 - Colon's Mood-Boosting Scented Laundry Pods

Opportunities Arise From Premiumisation and Sustainability Trends

Chart 11 - Company Shares of Laundry Care 2025

Chart 12 - Brand Shares of Laundry Care 2025

CHANNELS

Discounters Lead Laundry Care Sales with Strong Household Routines

Retail E-Commerce Gains Favour with Price Comparisons and Promotions

Emerging Trends Favour Sustainability and Convenience

Chart 13 - Retail Channels for Laundry Care 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Laundry Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Laundry Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

Modest Growth Driven by Price Increases and Premiumisation

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Modest Growth Driven by Price Increases and Premiumisation

Sano Drives Premiumisation with Innovative Product Formats

Chart 22 - Sano Maxima Elevates Fabric Care with Mood-Boosting Fragrance Technology

Rami Levy Expands Private Label Portfolio to Capture Value-Driven Demand

Chart 23 - Value Sales of Home Care 2020-2030

Chart 24 - Volume Sales of Home Care 2020-2030

Chart 25 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Discounters and Private Label Products Drive Market Growth

Laundry Care Will Maintain the Largest Share, Boosted by Premium Offerings

Sustainability and Premiumisation to Shape Future Trends

Chart 26 - Analyst Insight for Home Care

Chart 27 - Forecast Value Sales of Home Care 2020-2030

Chart 28 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Innovation Helps Leaders Sano and Reckitt Benckiser Maintain Their Positions

Sano Drives Premiumisation with Innovative Product Formats and Fragrances

Chart 29 - Sano Introduces Compact Toilet Soap Format

Opportunities Arise From Sustainability and Premiumisation Trends

Chart 30 - Company Shares of Home Care 2025

Chart 31 - Brand Shares of Home Care 2025

CHANNELS

Discounters Lead Home Care Sales with Their Strong Value Proposition

Retail E-Commerce Offers Convenience and Variety

No New Retail Brands or Concepts Emerge in 2026

Chart 32 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Home Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Home Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - 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/laundry-care-in-israel/report.