



Home Care in Ireland

April 2026

Table of Contents

EXECUTIVE SUMMARY

Steady Growth Driven by Evolving Consumer Preferences and Innovation

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Steady Growth Driven by Evolving Consumer Preferences and Innovation

Laundry Care Dominates Market Share with Essential Products

Unilever Drives Growth with Innovative Bleach Foam Format

Chart 2 - Domestos Bleach Foam Offers 360-Degree Spraying

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Sustainability and Innovation to Drive Home Care Growth

Dishwashing Leads Growth with Innovative Formats and Rising Penetration

Premiumisation and Eco-Friendliness to Shape Future Business Strategies

Chart 6 - Analyst Insight for Home Care

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble and Unilever Lead with Significant Shares

Ecover and Unilever Lead the Way in Innovative Sustainable Products

Chart 9 - Ecover Launches Plastic-Free Wrappers for Dishwasher Tablets

Reckitt Benckiser Divestment Reshapes Competitive Dynamics

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Supermarkets Dominate Home Care Sales with Strong Brand Visibility

Retail E-Commerce Grows Modestly as a Supplementary Channel

Discounters and E-Commerce Drive Competition in Home Care

Chart 12 - Fragrance and Format Innovation Fuel Premiumisation in Home Care

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

Consumers Drive Shift Towards Premium and Sustainable Air Care

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Air Care

INDUSTRY PERFORMANCE

Consumers Drive Shift Towards Premium and Sustainable Air Care

Yankee Candle and Air Wick Lead Premiumisation and Sustainability Efforts

Chart 22 - Air Wick Strengthens Sustainability Credentials with Botanica Repositioning

Health and Wellness Trends Reshape Air Care Product Offerings

Chart 23 - Air Wick Promotes Wellness with Essential Mist Diffuser Featuring Natural Oils and Ambient Light

Chart 24 - Value Sales 2020-2030

Chart 25 - Volume Sales 2020-2030

Chart 26 - Value Sales by Category 2025

WHAT'S NEXT?

Premium and Sustainable Trends to Drive Growth

Electric and Candle Air Fresheners Expected to Lead Growth

Sustainability and Wellness Will Shape Future Business Strategies

Chart 27 - Analyst Insight for Air Care

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Drive Concentration through Premiumisation

New Products Introduced by Yankee Candle and Air Wick

Chart 30 - Yankee Candle Elevates Air Care with its Hello, Italy! Collection of Luxury-Inspired Scents

Future Opportunities in Premium and Sustainable Offerings

Chart 31 - Company Shares 2025

Chart 32 - Brand Shares 2025

CHANNELS

Grocery Retailers Dominate Air Care Sales Thanks to Their Convenience

Retail E-Commerce Gains Traction with Trusted Brands

Established Players Lead with Premiumisation and Sustainability

Chart 33 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 34 - Economic Context for Air Care

Chart 35 - Real Gdp Growth 2020-2030

Chart 36 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 37 - Consumer Context for Air Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Bleach in Ireland

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Unilever Drives Format Innovation with Domestos Bleach Foam Launch

KEY INDUSTRY TRENDS

Chart 41 - Key Industry Trends for Bleach

INDUSTRY PERFORMANCE

Unilever Drives Format Innovation with Domestos Bleach Foam Launch

Chart 42 - Unilever Introduces Domestos Bleach Foam, Expanding Format Options for Targeted Cleaning

Sustainability Efforts Emerge in Traditionally Chemical-Heavy Bleach Category

Format Innovation Sustains Demand for Bleach among Price-Sensitive Consumers

Chart 43 - Value Sales 2020-2030

Chart 44 - Volume Sales 2020-2030

WHAT'S NEXT?

Unilever Driving Format Innovation and Sustainability

Shifting Consumer Preferences and Sustainability Concerns

Business Impact of Emerging Trends

Chart 45 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Domestos and Tesco Lead through Format Innovation and Affordability

No Significant Mergers or Acquisitions, Limited New Launches

Chart 46 - Analyst Insight for Bleach

Chart 47 - Company Shares 2025

Chart 48 - Brand Shares 2025

CHANNELS

Grocery Retailers Dominate Bleach Sales with a Strong In-Store Presence

Retail E-Commerce Grows Slowly as Consumer Habits Evolve

No New Retail Concepts or Collaborations Emerge in 2026

Chart 49 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 50 - Economic Context for Bleach

Chart 51 - Real Gdp Growth 2020-2030

Chart 52 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 53 - Consumer Context for Bleach

Chart 54 - Population 2020-2030

Chart 55 - Consumer Expenditure 2020-2030

Chart 56 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Dishwashing in Ireland

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Stable Value Growth Driven by Changing Household Habits

KEY INDUSTRY TRENDS

Chart 57 - Key Industry Trends for Dishwashing

INDUSTRY PERFORMANCE

Stable Value Growth Driven by Changing Household Habits

Automatic Dishwashing Dominates with Convenience-Driven Growth

Ecover's Plastic-Free Innovation Sets Sustainability Benchmark

Chart 58 - Ecover Launches Plastic-Free Dishwasher Tablets

Chart 59 - Value Sales 2020-2030

Chart 60 - Volume Sales 2020-2030

Chart 61 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Demand for Automatic Dishwashing Drives Growth

Automatic Dishwashing Tablets Will Maintain Their Dominance

Sustainability and Innovation to Drive Future Success

Chart 62 - Forecast Value Sales 2020-2030

Chart 63 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Maintain Their Positions through Innovation and Sustainability

Fairy and Ecover Drive Innovation with New Formats and Sustainability

Chart 64 - Fairy Offers Convenience with Skip the Soak Spray

Opportunities Emerge for Businesses Focusing on Sustainability

Chart 65 - Company Shares 2025

Chart 66 - Brand Shares 2025

CHANNELS

Supermarkets Drive Dishwashing Sales with Wide Availability

Chart 67 - Analyst Insight for Dishwashing

Discounters Gain Share with Private Label Alternatives

Retail E-Commerce Grows Slowly Due to Product Characteristics

Chart 68 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 69 - Economic Context for Dishwashing

Chart 70 - Real Gdp Growth 2020-2030

Chart 71 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 72 - Consumer Context for Dishwashing

Chart 73 - Population 2020-2030

Chart 74 - Consumer Expenditure 2020-2030

Chart 75 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Insecticides in Ireland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sc Johnson Drives Safe Indoor Insect Control with Innovative Products

KEY INDUSTRY TRENDS

Chart 76 - Key Industry Trends of Home Insecticides

INDUSTRY PERFORMANCE

Sc Johnson Drives Safe Indoor Insect Control with Innovative Products

Spray/Aerosol Largest but Electric Most Dynamic

Chart 77 - SC Johnson Targets Urban Pest Control with Raid Essentials Light Trap

Sustainability and Safety Drive Innovation and Consumer Preference

Chart 78 - Value Sales 2020-2030

Chart 79 - Volume Sales 2020-2030

Chart 80 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Drive Demand for Safer and More Sustainable Solutions

Electric Insecticides Expected to Lead Growth Thanks to Their Convenience and Safety

Natural Ingredients and Eco-Friendly Packaging Will Be Gaining Traction

Chart 81 - Forecast Value Sales 2020-2030

Chart 82 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc Johnson and Doff Portland Lead a Concentrated Market

Chart 83 - Analyst Insight for Home Insecticides

No Significant Mergers or New Product Launches

Chart 84 - Company Shares 2025

Chart 85 - Brand Shares 2025

CHANNELS

Supermarkets Dominate Sales with In-Person Shopping Experience

Home Products Specialists Drive E-Commerce Growth with Niche Products

No New Retail Brands or Concepts Emerge in 2026

Chart 86 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 87 - Economic Context for Home Insecticides

Chart 88 - Real Gdp Growth 2020-2030

Chart 89 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 90 - Consumer Context for Home Insecticides

Chart 91 - Population 2020-2030

Chart 92 - Consumer Expenditure 2020-2030

Chart 93 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Laundry Care in Ireland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Stable Value Growth Driven by Format Innovation and Sustainability

KEY INDUSTRY TRENDS

Chart 94 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Stable Value Growth Driven by Format Innovation and Sustainability

Laundry Detergents Dominate, Boosted by Evolving Formats

Sustainability and Fragrance Drive Innovation and Growth

Chart 95 - Ecover's Bio-Based Capsules

Chart 96 - Analyst Insight for Laundry Care

Chart 97 - Value Sales 2020-2030

Chart 98 - Volume Sales 2020-2030

Chart 99 - Value Sales by Category 2025

WHAT'S NEXT?

Sustainability and Convenience Drive Laundry Care Growth

Liquid Tablet Detergents Will Continue to Lead Growth Thanks to Their Innovation and Convenience

Eco-Friendly Trends and Private Label Growth to Reshape Landscape

Chart 100 - Forecast Value Sales 2020-2030

Chart 101 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble and Unilever Dominate Laundry Care

Ecover and Ariel Lead the Way with Innovative Sustainable Products

Chart 102 - Ariel Launches "The Big One" Pods for Larger Loads

Reckitt's Divestment Reshapes Competitive Landscape

Chart 103 - Company Shares 2025

Chart 104 - Brand Shares 2025

CHANNELS

Supermarkets Lead Laundry Care Sales with Steady Demand

Retail E-Commerce Gains Traction Slowly with Convenience

No New Retail Brands or Concepts Emerge in 2026

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 Ireland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sustainability Efforts Drive Consumer Choice Despite the Volume Decline

KEY INDUSTRY TRENDS

Chart 113 - Key Industry Trends for Polishes

INDUSTRY PERFORMANCE

Sustainability Efforts Drive Consumer Choice Despite the Volume Decline

Chart 114 - Analyst Insight for Polishes

Largest Category Furniture Polish Driven by Historical Sales Patterns

Metal Polish Sees Better Value Than Volume Performance Due to Premiumisation

Chart 115 - Pledge's Recyclable Packaging

Chart 116 - Value Sales 2020-2030

Chart 117 - Volume Sales 2020-2030

Chart 118 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Will Continue to Favour Multipurpose Cleaners over Specialised Polishes

Furniture Polish Will Remain the Largest Category, Despite Declining Volumes

Sustainability and Premiumisation to Shape Future Business Strategies

Chart 119 - Forecast Value Sales 2020-2030

Chart 120 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Maintain Dominance through Legacy and Specialisation

Stability and Decline Characterise the Competitive Landscape

Chart 121 - Company Shares 2025

Chart 122 - Brand Shares 2025

CHANNELS

Supermarkets Dominate Polish Sales

Retail E-Commerce Grows Marginally Despite Niche Brand Presence

No New Retail Brands or Concepts Emerge in 2026

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 Ireland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Brands Prioritise Versatility and Simplicity to Align with Evolving Consumer Habits

KEY INDUSTRY TRENDS

Chart 131 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Brands Prioritise Versatility and Simplicity to Align with Evolving Consumer Habits

Probiotic Cleaners Redefine Sustainability in Surface Care

Chart 132 - Analyst Insight for Surface Care

Multipurpose Cleaners Drive Category Consolidation

Chart 133 - Value Sales 2020-2030

Chart 134 - Volume Sales 2020-2030

Chart 135 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Drive Demand for Versatile and Eco-Friendly Cleaning Solutions

Multipurpose Cleaners Will Remain Dominant, Sustainability Concerns to Increase

Regulatory Changes and Lifestyle Shifts to Influence Market Dynamics

Chart 136 - Forecast Value Sales 2020-2030

Chart 137 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Maintain the Leading Positions through Innovation and Marketing

Chart 138 - Unilever Reduces Chemical Usage with Probiotic Surface Cleaners

Brands Launching Multisurface Cleaners

Chart 139 - Major Brands Embrace the Multipurpose Shift

Reckitt's Divestment Reshapes Competitive Landscape

Chart 140 - Company Shares 2025

Chart 141 - Brand Shares 2025

CHANNELS

Supermarkets Lead Surface Care Sales Thanks to Their Wide Reach

E-Commerce Grows as Consumers Seek Convenience

Trends Shaping Retail Environment

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 Ireland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sc Johnson Drives Sustainability with Eco-Friendly Innovations

KEY INDUSTRY TRENDS

Chart 150 - Key Industry Trends for Toilet Care

INDUSTRY PERFORMANCE

Sc Johnson Drives Sustainability with Eco-Friendly Innovations

Chart 151 - Duck Strengthens Eco Profile with Biodegradable Gel and Recycled Packaging

Premium Brands Capitalise on Consumer Demand for Added Value

Toilet Liquids/Foam the Largest Category

Chart 152 - Analyst Insight for Toilet Care

Chart 153 - Value Sales 2020-2030

Chart 154 - Volume Sales 2020-2030

Chart 155 - Value Sales by Category 2025

WHAT'S NEXT?

Sustainability and Premiumisation to Drive Future Growth

Eco-Friendly Innovations to Shape Competitive Landscape

Chart 156 - Forecast Value Sales 2020-2030

Chart 157 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Help Maintain the Leading Positions through Innovation

Manufacturers May Step up Efforts to Differentiate Toilet Care From Bleach

Chart 158 - Company Shares 2025

Chart 159 - Brand Shares 2025

CHANNELS

Supermarkets Dominate Sales with Wide Product Assortments

Discounters Gain Ground among Price-Sensitive Consumers

E-Commerce Grows Steadily, Driven by Bulk Buying and Subscriptions

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-ireland/report.