



# Home Care in Uganda

April 2026

Table of Contents

## [Home Care in Uganda](#)

### EXECUTIVE SUMMARY

Rising Urban Incomes and Consumer Confidence Drive Growth

### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Care

#### INDUSTRY PERFORMANCE

Rising Urban Incomes and Consumer Confidence Drive Growth

Laundry Care Dominates Market Share with Steady Demand

Chart 2 - Green Llama Non-Toxic, Refillable Cleaning Products

Green Llama Introduces Non-Toxic Refillable Cleaning Products

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

#### WHAT'S NEXT?

Urbanisation and Income Growth Fuel Demand for Premium Products

Laundry Care Remains Dominant, Driven by Essential Demand

Chart 6 - Analyst Insight for Home Care

Health and Wellness Trends Drive Innovation and Growth

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Leading Brands Maintain Dominance through Innovation

Glow Summit to Inspire Future Competition

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

#### CHANNELS

Grocery Retailers Lead Sales through In-Person Shopping

Retail E-Commerce Gains Traction with Convenience and Promotions

Direct-To-Consumer Brands Thrive with Subscription Sales Models

Chart 11 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 12 - Economic Context for Home Care

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 15 - Consumer Context for Home Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

## [Air Care in Uganda](#)

### KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

Uganda Air Care Market Grows Steadily Driven by Urbanisation

## INDUSTRY PERFORMANCE

Uganda Air Care Market Grows Steadily Driven by Urbanisation

Spray/Aerosol Air Fresheners Dominate the Market

Car Air Fresheners Show Dynamic Growth Driven by Increasing Vehicle Ownership

Chart 19 - Value Sales 2020-2030

Chart 20 - Volume Sales 2020-2030

Chart 21 - Value Sales by Category 2025

## WHAT'S NEXT?

Growing Demand for Air Care Driven by Urbanisation and Rising Incomes

Spray/Aerosol Air Fresheners Remain Largest

Key Trends Shaping Future Demand and Business Impact

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Players Maintain Dominance through Strong Distribution

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

## CHANNELS

Grocery Retailers Dominate Air Care Sales through Wide Reach

Non-Grocery Retailers and E-Commerce Gain Traction Slowly

Chart 26 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 27 - Economic Context for Air Care

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 30 - Consumer Context for Air Care

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Bleach in Uganda](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Trusted Brands Maintain Share Amid Hygiene Concerns

### KEY INDUSTRY TRENDS

Chart 34 - Key Industry Trends for Bleach

## INDUSTRY PERFORMANCE

Trusted Brands Maintain Share Amid Hygiene Concerns

Health and Wellness Trend Drives Sales and Innovation

Chart 35 - JIK Triple Action Bleach

Regulatory Developments and Sustainability Shape Packaging and Product Design

Chart 36 - Value Sales 2020-2030

Chart 37 - Volume Sales 2020-2030

## WHAT'S NEXT?

Affordability and Hygiene Concerns Drive Market Growth

Brands Emphasise Sustainability and Eco-Friendliness

Health and Wellness Shape Innovation and Bleach Industry's Future

Chart 38 - Forecast Value Sales 2020-2030

## COMPETITIVE LANDSCAPE

Leading Players Maintain Dominance through Trust and Affordability

New Entrants and Innovation Drive Competitive Dynamics

Chart 39 - Company Shares 2025

Chart 40 - Brand Shares 2025

## CHANNELS

Traditional Trade Dominates Bleach Sales through Small Packs

Retail E-Commerce Gains Traction with Urban Consumers

Ecomart Uganda Emerges as a Key Player in Eco-Friendly Bleach

Chart 41 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 42 - Economic Context for Bleach

Chart 43 - Real Gdp Growth 2020-2030

Chart 44 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 45 - Consumer Context for Bleach

Chart 46 - Population 2020-2030

Chart 47 - Consumer Expenditure 2020-2030

Chart 48 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Dishwashing in Uganda](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Eco-Friendly Packaging Innovations Drive Sales

### KEY INDUSTRY TRENDS

Chart 49 - Key Industry Trends for Dishwashing

## INDUSTRY PERFORMANCE

Eco-Friendly Packaging Innovations Drive Sales

Hand Dishwashing Remains Dominant in Uganda

Sustainability Trends Fuel Innovation in Dishwashing

Chart 50 - Sunlight Turbo Concentrated Dishwashing Liquid

Chart 51 - Value Sales 2020-2030

Chart 52 - Volume Sales 2020-2030

Chart 53 - Value Sales by Category 2025

## WHAT'S NEXT?

Consumers Drive Eco-Friendly and Convenient Dishwashing Solutions  
Hand Dishwashing Remains Dominant with Slow Automatic Dishwashing Penetration  
Chart 54 - Analyst Insight for Dishwashing  
Sustainability and Product Innovation Drive Business Impact  
Chart 55 - Forecast Value Sales 2020-2030  
Chart 56 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Top Brands Drive Market Share Dynamics  
Emerging Players and Innovative Launches Reshape Competition  
Chart 57 - Company Shares 2025  
Chart 58 - Brand Shares 2025

## CHANNELS

Retail Offline Maintains Lead with Modern Trade Growth  
Retail E-Commerce Drives Growth with Convenience and Variety  
Jumia Uganda Leads E-Commerce Expansion in Home Care  
Chart 59 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 60 - Economic Context for Dishwashing  
Chart 61 - Real Gdp Growth 2020-2030  
Chart 62 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 63 - Consumer Context for Dishwashing  
Chart 64 - Population 2020-2030  
Chart 65 - Consumer Expenditure 2020-2030  
Chart 66 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Home Insecticides in Uganda](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Rising Demand for Home Insecticides Drives Sales Growth

## INDUSTRY PERFORMANCE

Rising Demand for Home Insecticides Drives Sales Growth  
Spray/Aerosol Insecticides Remain Dominant Product Type  
Increasing Urbanisation and Income Drive Demand for Effective Solutions  
Chart 67 - Value Sales 2020-2030  
Chart 68 - Volume Sales 2020-2030  
Chart 69 - Value Sales by Category 2025

## WHAT'S NEXT?

Growing Urban Population Drives Demand for Effective Pest Control Solutions  
Spray and Aerosol Formats Maintain Market Lead Despite Electric Insecticides Growth  
Chart 70 - Forecast Value Sales 2020-2030  
Chart 71 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Companies Maintain Dominance through Consistent Performance

Chart 72 - Company Shares 2025

Chart 73 - Brand Shares 2025

## CHANNELS

Grocery Retailers Dominate Home Insecticides Sales with Strong Presence

Retail E-Commerce Gains Traction with Growing Sales

Chart 74 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 75 - Economic Context for Home Insecticides

Chart 76 - Real Gdp Growth 2020-2030

Chart 77 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 78 - Consumer Context for Home Insecticides

Chart 79 - Population 2020-2030

Chart 80 - Consumer Expenditure 2020-2030

Chart 81 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Laundry Care in Uganda](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Laundry Care Experiences Moderate Growth

### KEY INDUSTRY TRENDS

Chart 82 - Key Industry Trends for Laundry Care

### INDUSTRY PERFORMANCE

Laundry Care Experiences Moderate Growth

Laundry Detergents Dominate Market Share

Sustainability Drives Innovation and Growth

Chart 83 - EcoWash Uganda Launches Refillable Laundry Detergent Line

Chart 84 - Value Sales 2020-2030

Chart 85 - Volume Sales 2020-2030

Chart 86 - Value Sales by Category 2025

### WHAT'S NEXT?

Ugandan Households Prioritise Eco-Friendly Laundry Solutions

Laundry Detergents to Remain Dominant, Driven by Essential Demand

Chart 87 - Analyst Insight for Laundry Care

Innovative Formats and Eco-Friendly Products to Drive Growth

Chart 88 - Forecast Value Sales 2020-2030

Chart 89 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Magic and Omo Lead with Affordability and Performance

Ecowash Uganda Disrupts with Sustainable Offerings

Chart 90 - Company Shares 2025

Chart 91 - Brand Shares 2025

## CHANNELS

Supermarkets and Grocery Retailers Drive Laundry Care Sales  
Retail E-Commerce Gains Share with Emerging Brands  
Digital-First Brands Lead Emerging Retail Concepts  
Chart 92 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 93 - Economic Context for Laundry Care  
Chart 94 - Real Gdp Growth 2020-2030  
Chart 95 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 96 - Consumer Context for Laundry Care  
Chart 97 - Population 2020-2030  
Chart 98 - Consumer Expenditure 2020-2030  
Chart 99 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

[Polishes in Uganda](#)

#### KEY DATA INSIGHTS

##### 2025 DEVELOPMENTS

Household Income Growth Drives Sales of Polishes in Uganda

##### INDUSTRY PERFORMANCE

Household Income Growth Drives Sales of Polishes in Uganda  
Shoe Polish Remains Largest Subcategory Driven by Demand  
Chart 100 - Value Sales 2020-2030  
Chart 101 - Volume Sales 2020-2030  
Chart 102 - Value Sales by Category 2025

##### WHAT'S NEXT?

Growing Demand for Polishes Driven by Urbanisation and Income  
Shoe Polish Maintains Dominance with Steady Growth  
Sustainability and Premiumisation to Drive Future Growth  
Chart 103 - Forecast Value Sales 2020-2030  
Chart 104 - Forecast Value Sales by Category 2025-2030

##### COMPETITIVE LANDSCAPE

Sc Johnson & Son Maintains Dominance through Consistent Performance  
Chart 105 - Company Shares 2025  
Chart 106 - Brand Shares 2025

##### CHANNELS

Grocery Retailers Dominate Sales with Strong Brand Presence  
Retail E-Commerce Emerges as a Growing Channel with Potential  
Chart 107 - Retail Channels 2020-2025

##### ECONOMIC CONTEXT

Chart 108 - Economic Context for Polishes  
Chart 109 - Real Gdp Growth 2020-2030  
Chart 110 - Inflation 2020-2030

##### CONSUMER CONTEXT

Chart 111 - Consumer Context for Polishes

Chart 112 - Population 2020-2030

Chart 113 - Consumer Expenditure 2020-2030

Chart 114 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Surface Care in Uganda](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Rising Urban Incomes and Hygiene Awareness Drive Growth

### KEY INDUSTRY TRENDS

Chart 115 - Key Industry Trends for Surface Care

## INDUSTRY PERFORMANCE

Rising Urban Incomes and Hygiene Awareness Drive Growth

Multi-Purpose Cleaners Leads Surface Care Sales

Home Disinfectants and Sachet Packaging Drive Dynamic Growth

Chart 116 - Karpolax Launches Plant-Based Sachet Surface Cleaner

Chart 117 - Value Sales 2020-2030

Chart 118 - Volume Sales 2020-2030

Chart 119 - Value Sales by Category 2025

## WHAT'S NEXT?

Consumers Drive Growth with Health and Wellness Focus

Multi-Purpose Cleaners to Dominate Market Share

Sustainability and Affordability to Shape Future Growth

Chart 120 - Forecast Value Sales 2020-2030

Chart 121 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Reckitt Benckiser Group Plc (Rb) and Unilever Group Maintain Lead with Innovation and Affordability

Emerging Players and Innovation to Shape Future Competition

Chart 122 - Company Shares 2025

Chart 123 - Brand Shares 2025

## CHANNELS

Supermarkets and Local Retailers Drive Sales through Convenience

Retail E-Commerce Gains Traction with Convenience and Promotions

Direct-To-Consumer Brands and E-Commerce Collaborations to Shape Future

Chart 124 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 125 - Economic Context for Surface Care

Chart 126 - Real Gdp Growth 2020-2030

Chart 127 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 128 - Consumer Context for Surface Care

Chart 129 - Population 2020-2030

Chart 130 - Consumer Expenditure 2020-2030

Chart 131 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### Toilet Care in Uganda

#### KEY DATA INSIGHTS

##### 2025 DEVELOPMENTS

Strong Growth in Toilet Care Driven by Urbanisation

#### INDUSTRY PERFORMANCE

Strong Growth in Toilet Care Driven by Urbanisation

Largest and Fastest Growing Subcategories Lead Growth

Rising Demand for Hygiene Drives Toilet Care Innovation

Chart 132 - Value Sales 2020-2030

Chart 133 - Volume Sales 2020-2030

Chart 134 - Value Sales by Category 2025

#### WHAT'S NEXT?

Rising Urbanisation and Incomes Drive Toilet Care Growth

In-Cistern Devices Emerge as Fastest Growing Subcategory

Chart 135 - Forecast Value Sales 2020-2030

Chart 136 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Reckitt Benckiser Maintains Lead with Stable Share

Growth Opportunities Emerge for Manufacturers

Chart 137 - Company Shares 2025

Chart 138 - Brand Shares 2025

#### CHANNELS

Grocery Retailers Dominate Toilet Care Sales with Strong Presence

E-Commerce Poised for Growth with Increasing Consumer Convenience

Chart 139 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 140 - Economic Context for Toilet Care

Chart 141 - Real Gdp Growth 2020-2030

Chart 142 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 143 - Consumer Context for Toilet Care

Chart 144 - Population 2020-2030

Chart 145 - Consumer Expenditure 2020-2030

Chart 146 - 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-uganda/report](http://www.euromonitor.com/home-care-in-uganda/report).