

# The World Market for Home Care

April 2025

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#### STATE OF THE INDUSTRY

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Procter & Gamble loses share, Unilever cements position as second-largest player
The majority of dynamically growing industry players have a regional or local focus
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The industry focuses on less but more impactful category innovation
Home care products with sustainability claims perform above the industry average

### **CHANNELS**

Retail distribution is affected by economic instability and socio-demographic changes The US and China lead in e-commerce penetration, other countries are closing the gap

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Much of future growth will result from category diversification in developing markets
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