



Euromonitor
International

Laundry Care in Ethiopia

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Local Products Drive Moderate Growth Amid Affordability Pressures

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Local Products Drive Moderate Growth Amid Affordability Pressures

Chart 2 - Shemu PLC Exemplifies Local Dominance in the Laundry Care Market

Multi-Purpose Detergents Dominate Amid Limited Product Diversity

Chart 3 - Multi-Purpose Detergents Continue to Dominate Laundry Care

Format Evolution Continues as Unilever Exits Bar Soap Segment

Chart 4 - Unilever Stopped the Production of Sunlight Bar Soap

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Price Increases Expected to Constrain Sales Growth Despite Rising Incomes

Chart 8 - Analyst Insight for Laundry Care

Multi-Purpose Detergents Set to Dominate as Private Label Gains Ground

Small-Scale Retailers Set to Maintain Dominance as E-Commerce Penetration Grows

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Repi-Wilmar Maintains Leadership through Quality Positioning

Private Label Intensifies Competition through Direct Sales and Pricing Advantages

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Traditional Grocer Retailers Maintain Dominance through Neighbourhood Convenience

E-Commerce and Direct Sales Are Gaining Traction through Affordability Initiatives

Chart 13 - Retail Channels 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

Local Manufacturers Drive Home Care Sales through Affordability

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Local Manufacturers Drive Home Care Sales through Affordability

Liquid Format Adoption Accelerates as Ajax Transitions From Bar to Liquid Dishwashing

Chart 22 - AJAX - From Bar Detergent towards Liquid Detergent

Multifunctionality Positioning Strengthens as Largo Captures Demand for Versatile Cleaning Solutions

Chart 23 - Multi-Purpose Detergents Take the Market Share in Ethiopia

Chart 24 - Value Sales 2020-2030

Chart 25 - Volume Sales 2020-2030

Chart 26 - Value Sales by Category 2025

WHAT'S NEXT?

Home Care Outlook Anticipates Sustained Growth Driven by Urbanisation and Home Hygiene Awareness

Local Production Leadership Projected to Persist Despite Import Ban Removal

Sub-Par Quality Products Anticipated to Capture Sustained Share Amid Low Entry Barriers

Chart 27 - Analyst Insight for Home Care

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Repi Soap & Detergent Maintains Leadership Amid Market Fragmentation From Small-Scale Producers

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

CHANNELS

Traditional Grocers Sustain Dominance as E-Commerce Emerges

Chart 32 - Retail Channels 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-ethiopia/report.