



Euromonitor
International

Laundry Care in Uzbekistan

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Laundry Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Local and Private Label Brandsprivate Label Products Drive Affordable Laundry Solutions

Chart2 Kun - Becomes Go-To Brand for Budget-Conscious Consumers

Multifunctionality Disrupts Laundry Care with Universal Formulas

Chart 2 - Oxygen-Based Laundry Products From Local Producers Gain Popularity

Product Formats Evolve with Consumer Preferences

Chart 3 - Value Sales of Laundry Care 2020-2030

Chart 4 - Volume Sales of Laundry Care 2020-2030

Chart 5 - Value Sales of Laundry Care by Category 2025

WHAT'S NEXT?

Local and Private Label Products Expected to Provide Affordable Laundry Solutions

Innovative Product Formats and Convenience to Drive Laundry Care Growth

Chart 6 - Analyst Insight for Laundry Care

International Brands Set to Shift Towards Local Production Measures

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

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

COMPETITIVE LANDSCAPE

Henkel and Local Players Dominate through Competitive Pricing

Chart 9 - Company Shares of Laundry Care 2025

Chart 10 - Brand Shares of Laundry Care 2025

CHANNELS

Small Local Grocers Dominate Laundry Care Sales as Supermarkets Expand

Retail E-Commerce Gains Traction with Convenience and Variety

Chart 11 - Retail Channels for Laundry Care 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Laundry Care

Chart 13 - Real GDP Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Laundry Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Uzbekistan - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Value-Conscious Consumer Mindset Drives Growth in Home Care

Chart 20 - Kolberg Drives Growth through Affordable Russian Home-Care Brands

Private Label Players Remain Prominent as Uzbek Consumers Seek Affordable Solutions

Chart 21 - Reinforces Consumer Trust in Private Label Products

Multifunctional Cleaners Redefine Product Innovation

Chart 22 - Aqua Magic Gains Popularity as All-In-One Solution

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?

Laundry Care to Drive Growth with Essential Cleaning Products

Chart 26 - Analyst Insight for Home Care

Multifunctionality and Urbanisation Set to Fuel Home Care's Growth Trajectory

E-Commerce and Modern Retail Expected to Reshape Distribution Channels

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

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

COMPETITIVE LANDSCAPE

Multinationals and Local Producers Drive Competition

Opportunities Arise From Changing Market Dynamics

Chart 29 - Company Shares of Home Care 2025

Chart 30 - Brand Shares of Home Care 2025

CHANNELS

Small Local Grocers Lead Offline Retail with Convenience

Retail E-Commerce Drives Growth through Variety

Chart 31 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Home Care

Chart 33 - Real GDP Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Home Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - 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-uzbekistan/report.