



**Euromonitor
International**

Laundry Care in Egypt

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

High Inflation Fuels Value Growth in Laundry Care

Chart 2 - Henkel Egypt Launches "Perwoll"

Laundry Detergents Dominate Market Share, Driven by Premiumisation

Chart 3 - Brands Shift to Liquid Detergents

Increased Demand for Private Label Drives Market Dynamics

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Affordability Concerns Slowdown Liquid Detergent Adoption

Laundry Detergents Set to Remain Largest Category, While Local Brands Leverage Traditional Channels for Growth

Economic Efficiency Drives Sustainability in Laundry Care

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Companies Maintain Their Lead Due to Premium Positioning and Wide Distribution Networks

Local Company, Alexandria Detergents & Chemicals Co, Gains From Boycott and Economic Pressures

Chart 9 - Analyst Insight for Laundry Care

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead Laundry Care Sales through Convenience and Credit

E-Commerce Gains Share with Price Comparisons and Cost-Saving Strategies

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Laundry Care

Chart 14 - Real GDP Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Laundry Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Affordability and Multifunctionality Drive Sales of Home Care Products

Chart 21 - Misr Pyramids Group Launches Motion All Fabrics and Surface Cleaner

Laundry Care Remains Largest, While Surface Care Experiences Dynamic Growth

Evolving Product Formats and Multifunctionality Shape Market

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Affordable Local Products Drive Sales Growth

Laundry Care Will Maintain Largest Share, While Home Insecticides Set to Experience Most Dynamic Growth

E-Commerce Expected to Shape Future Home Care Growth

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Egypt Sae Maintains Lead Despite Volume Leakage

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Small Local Grocers Dominates Home Care Sales

Retail E-Commerce Gains Traction with Urban Consumers

Chart 29 - Analyst Insight for Home Care

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Home Care

Chart 32 - Real GDP Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Home Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - 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-egypt/report.