



Euromonitor
International

Where Consumers Shop for Home Care

September 2025

Table of Contents

INTRODUCTION

Key findings

E-commerce sees dynamic growth but offline retail remains dominant channel

STATE OF THE INDUSTRY

The global home care industry returns to volume-led growth as price increases slow down

Global country overview in 2024

Laundry care and dishwashing are the industry's growth drivers

Middle East and Africa with highest growth, Western Europe strongest developed region

Retail e-commerce gains market share while offline continues to lead

OFFLINE RETAIL

Supermarkets, hypermarkets and local grocers remain home care powerhouses

Discounters and warehouse clubs benefit from consumer price sensitivity

Health and beauty specialists dominate non-grocery channel in home care

Discounters and warehouse clubs are growing amidst cost-of-living crisis

Drugstore chains are behind health and beauty specialists' strong presence

Warehouse clubs attract consumers with competitive prices and loyalty programmes

Ara disrupts Colombia's retailing landscape with value-driven discount model

Sam's Club expands in China growing its global share in home care sales

RETAIL E-COMMERCE

Convenience, variety and promotions drive e-commerce growth in home care

Global e-commerce growth is fuelled by convenience, sustainability and seasonality

US leads e-commerce sales, emerging markets surge and social commerce expands

A variety of e-commerce channels support further online adoption globally

Marketplaces lead home care e-commerce with scale and social commerce

Global leaders in e-commerce fall across various business models

Growth in social commerce is shifting marketing strategy in Chinese market

DTC brands disrupt traditional market as e-commerce and subscriptions drive growth

Growth in social commerce is defining marketing shifts in Chinese market

CONCLUSION

Evolution of distribution within home care

Recommendations and how to win in home care retail

APPENDIX

Euromonitor Passport E-Commerce: Coverage and methodology

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/where-consumers-shop-for-home-care/report.