Seale & Associates

HOUSEHOLD PRODUCTS INDUSTRY
VALUATION UPDATE
Q2 2026

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Introduction

We are pleased to share our Household Products Industry Valuation Multiples Update for Q2 2026.

At Seale & Associates, we are committed to providing process-driven solutions designed to optimize value and achieve our client's strategic objectives in a range of transactions, including **Mergers, Acquisitions, Divestitures and Carve-Outs, Business Sales, Recapitalizations, and Joint Ventures**, among other corporate finance and strategy consulting services.

Over the course of 25+ years, we have successfully served clients all over the world, and we are delighted to continue providing investment banking advisory services to our clients who are looking to grow through acquisitions or optimize their portfolios through strategic divestitures.

Seale has extensive experience advising leading multinational companies, private equity firms, and family-owned businesses across a wide range of industries.

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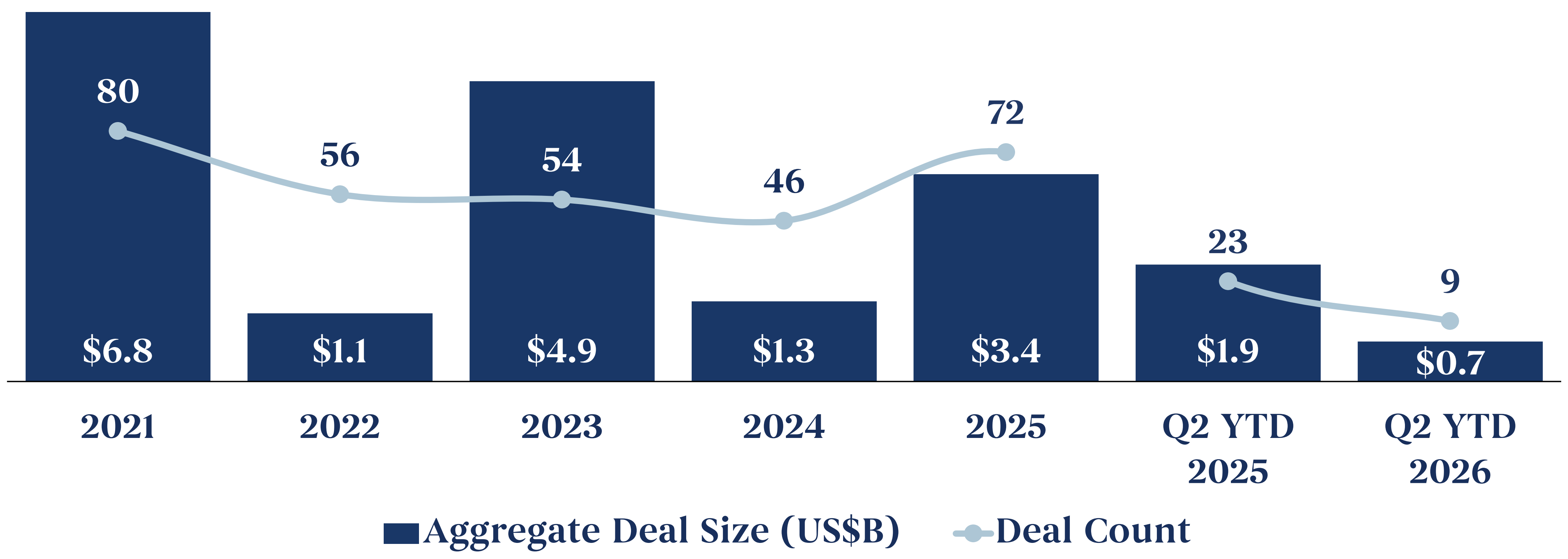
Household Products Industry Overview

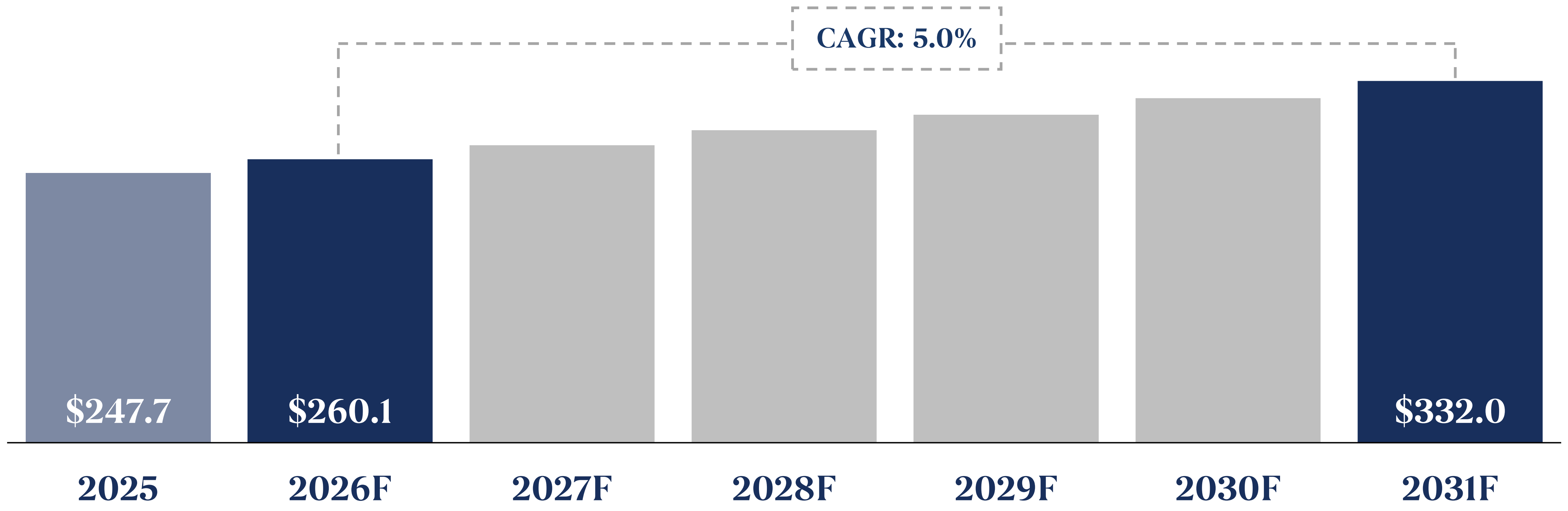
M&A Trends and Market Intelligence

- **The global household cleaning products market size** is valued at **US$247.7B in 2025** and predicted to increase from **US$260.1B in 2026** to approximately **US$332.0B by 2031**, expanding at a **CAGR of 5.0% from 2026 to 2031**
- **Industry growth** is mainly **driven by increasing awareness regarding hygiene and sanitation**, coupled with **rising urbanization** and **growth** in the **number** of **households worldwide**
- Additionally**, higher disposable income levels** and **changing consumer lifestyles** have **boosted demand** for **specialized cleaning products**, including laundry detergents, surface cleaners, and dishwashing solutions
- Consumers are increasingly seeking products with **greater efficiency, convenience, and sustainability**, particularly **eco-friendly and organic alternatives** that provide enhanced cleaning performance while **reducing environmental impact**
- Among the sector's opportunities, **e-commerce** continues to gain relevance as a fast-growing **distribution channel**, offering consumers greater accessibility, product variety, and competitive pricing compared to traditional retail channels
- Several companies have strengthened their market positioning through **mergers and acquisitions (M&A)**, while also investing in product **innovation**, **sustainable packaging**, and expansion into **emerging markets** to diversify revenue streams and capture new consumer segments

Household Products Industry M&A Deal Size and Volume



Household Cleaning Products Market Size 2025 to 2031 (US$B)



Source: Precedence Research, Mordor Intelligence, and Capital IQ

Household Products – Global Comparable Public Companies (1/3)

Company	Country	Market Cap. US$M	Enterprise Value US$M	Revenue US$M	EBITDA Margin	Annual Average EV/EBITDA 2024	Annual Average EV/EBITDA 2025	Second Quarter Jun. 30, 2026 EV/EBITDA	Second Quarter Jun. 30, 2026 EV/Revenue
Albaad Massuot Yitzhak	ISR	$193	$412	$581	12.7%	5.6x	5.4x	5.6x	0.7x
Bombril	BRA	$70	$97	$334	12.6%	3.4x	3.0x	2.3x	0.3x
McBride	GBR	$361	$521	$1,234	8.7%	4.8x	4.1x	4.9x	0.4x
Net Detergent	VNM	$56	$42	$67	10.7%	6.4x	5.5x	5.9x	0.6x
Niitaka Co.	JPN	$79	$42	$151	11.3%	3.7x	3.3x	2.5x	0.3x
Peerapat Technology	THA	$10	$26	$35	16.6%	5.0x	4.5x	4.5x	0.7x
PZ Cussons	GBR	$581	$710	$718	13.6%	9.8x	9.9x	7.3x	1.0x
Jyothy Labs	IND	$745	$664	$314	15.4%	29.6x	24.1x	13.7x	2.1x
Sano Bruno's Enterprises	ISR	$1,395	$1,217	$754	17.7%	9.2x	9.7x	9.1x	1.6x
					Mean	6.0x	5.7x	6.2x	0.9x
					Median	5.6x	5.4x	5.6x	0.7x

Excluded from mean

Source: Capital IQ

The table above shows small market capitalization companies

Household Products – Global Comparable Public Companies (2/3)

Company	Country	Market Cap. US$M	Enterprise Value US$M	Revenue US$M	EBITDA Margin	Annual Average EV/EBITDA 2024	Annual Average EV/EBITDA 2025	Second Quarter Jun. 30, 2026 EV/EBITDA	Second Quarter Jun. 30, 2026 EV/Revenue
Church & Dwight	USA	$22,955	$24,829	$6,229	23.1%	19.2x	17.9x	17.3x	4.0x
Colgate-Palmolive Company	USA	$73,361	$80,256	$21,047	24.3%	16.4x	15.4x	15.7x	3.8x
Ecolab	USA	$78,411	$87,186	$16,843	25.4%	21.0x	20.8x	20.4x	5.2x
Henkel	DEU	$32,769	$33,517	$23,353	16.5%	8.6x	8.0x	8.7x	1.4x
Kao Corporation	JPN	$17,937	$17,917	$10,776	15.0%	13.7x	12.2x	11.1x	1.7x
Kimberly-Clark Corporation	USA	$36,437	$43,119	$16,582	23.1%	11.6x	11.1x	11.2x	2.6x
Kimberly-Clark de México	MEX	$6,470	$7,096	$3,219	25.6%	8.1x	8.2x	8.6x	2.2x
Lion Corporation	JPN	$2,918	$2,818	$2,704	14.0%	7.9x	7.7x	7.4x	1.0x
Reckitt Benckiser Group	GBR	$41,384	$50,151	$18,091	28.2%	11.6x	12.1x	9.8x	2.8x
The Clorox Company	USA	$11,541	$14,994	$6,720	21.0%	14.3x	12.7x	10.6x	2.2x

Source: Capital IQ

The table above shows mid and large market capitalization companies

Household Products – Global Comparable Public Companies (3/3)

Company	Country	Market Cap. US$M	Enterprise Value US$M	Revenue US$M	EBITDA Margin	Annual Average EV/EBITDA 2024	Annual Average EV/EBITDA 2025	Second Quarter Jun. 30, 2026 EV/ EBITDA	Second Quarter Jun. 30, 2026 EV/ Revenue
The Procter & Gamble Company	USA	$341,466	$367,171	$87,032	29.2%	16.6x	16.1x	14.5x	4.2x
Unilever	GBR	$129,330	$158,640	$57,832	22.6%	12.8x	12.8x	12.1x	2.7x
Excluded from mean					**Mean**	12.8x	12.2x	11.6x	2.2x
					Median	13.2x	12.4x	11.2x	2.7x

Source: Capital IQ

The table above shows mid and large market capitalization companies

Household Products Industry – Global Transactions

The table below highlights selected global M&A transactions during Q2 2026, illustrating strategic acquisitions focused on scale, product diversification, or geographic expansion within the sector

Date	Target	Country	Description	Buyer	Seller	% Acquired	Size US$M	EV/ EBITDA	EV/ Revenue
Jun-26	BBA Ecotech	ITA	**Brenna Chimica**, a processor and distributor of industrial chemical products, acquired a 70% stake in **BBA Ecotech**, a manufacturer of bacterial additives for cleaning and odor control	Brenna Chimica	-	70.0%	-	-	-
Jun-26	Eurochem	ESP	**Darlim**, a distributor of professional hygiene and cleaning solutions, acquired **Eurochem**, a manufacturer of industrial cleaning and maintenance chemicals	Darlim	-	100.0%	-	-	-
May-26	Carfume	GBR	**FRSH Scents**, a manufacturer of air freshener and vent clip products, acquired **Carfume**, a manufacturer of luxury car fragrance products	FRSH Scents	-	100.0%	-	-	-
Apr-26*	RELEVI	ITA	**Argos**, a private equity firm focused on European mid-sized businesses, agreed to acquire a majority stake in **RELEVI**, a manufacturer of private-label home care products	Argos	ProA Capital	ND	-	-	-

* Announced transactions pending approval and other closing conditions

ND: Not Disclosed

Source: Capital IQ, Companies' Press Releases, Mergermarket

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We deliver sector-specific intelligence designed specifically for industry leaders, private equity firms, and their advisors. Our industry reports and featured articles deliver real-time access to key industry data, including:

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Global M&A Representative Engagements

BEIJER REF has been acquired by HERITAGE DISTRIBUTION HOLDINGS

avangard innovative — MOVING THE CIRCULAR ECONOMY FORWARD has sold a controlling interest to WASTE MANAGEMENT

ZINC NACIONAL has sold GSDK Zinc Oxide Corporation a subsidiary of Korea Zinc

Electrolux PROFESSIONAL has acquired unified brands from DOVER

Port Contractors has been acquired by ENSTRUCTURE

Oxbow — Oxbow's Senior Subordinated debt issued by H.J.BAKER was refinanced by BMO

Hertz has acquired DONLEN

Standex has sold Enginetics to Enjet AERO

ITT has sold BURNY KALIBURN and Cleveland Motion Controls to LINCOLN ELECTRIC

Honeywell has sold TENSOR to GE Power Systems

TRIUMPH has sold Triumph Processing - Embee Division to AMP ALL METALS PROCESSING

TRIUMPH has sold Triumph Air Repair, the APU Overhaul Operations of Triumph Aviation Services – Asia, and Triumph Engines businesses to TGG THE GORES GROUP

Rheem has acquired HTPG

GRACE has sold its GRACE Membranes business to UOP a subsidiary of Honeywell

convatec — forever caring — has sold SENSI CARE and ALOE VESTA to MEDLINE

United Technologies has sold MobileView to SAFE FLEET Driving Safety Forward™

United Technologies has sold HTPG A division of Carrier Commercial Refrigeration, Inc. to MONOMOY CAPITAL PARTNERS and Starboard Capital Partners

LOCKHEED MARTIN has sold Commercial Flight Training Business to ALTEON A BOEING COMPANY

FLOWSERVE has sold D&B to DaviesBaird

KBR has acquired Wabi Development Corporation

HARRISON GYPSUM, LLC has been recapitalized by H.I.G. PRIVATE EQUITY

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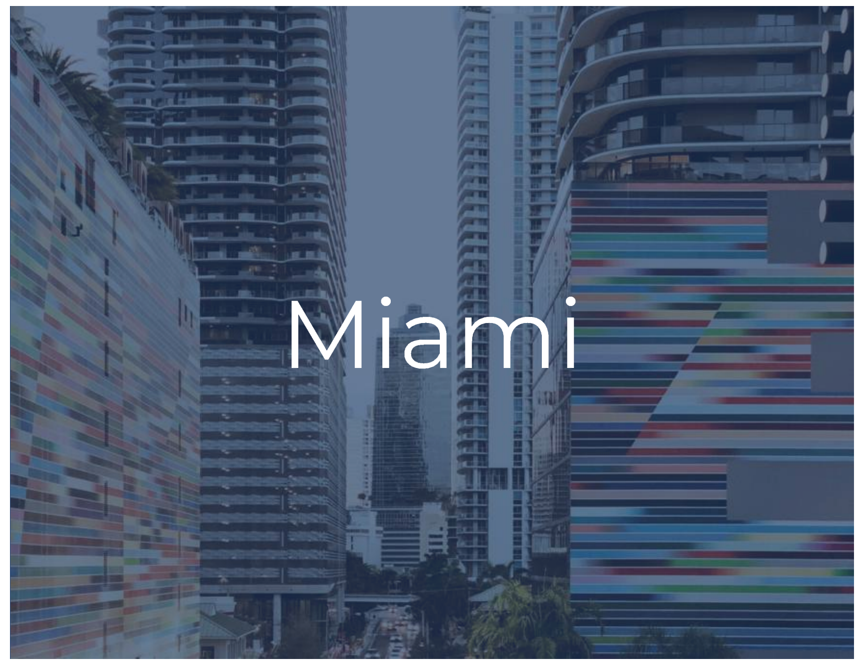

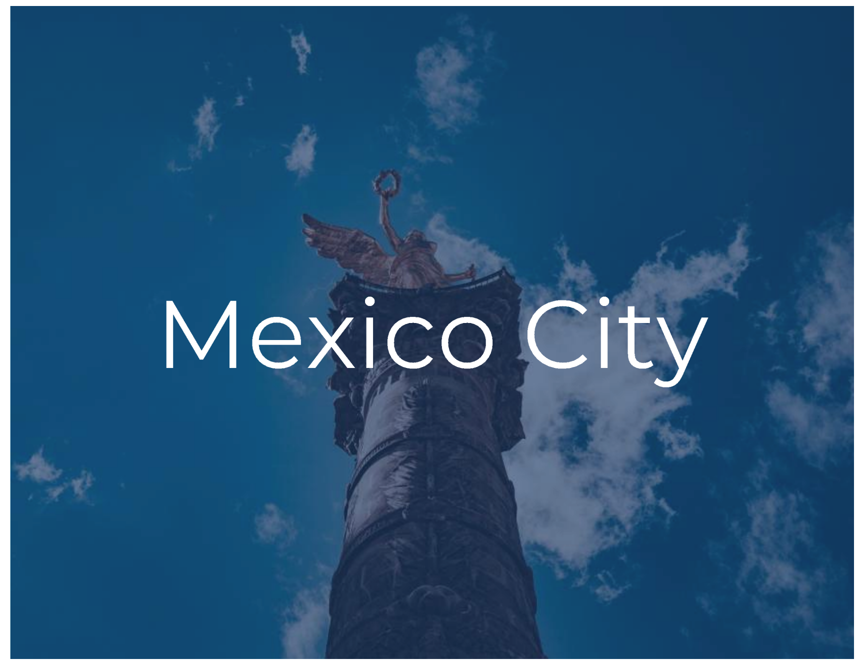

Please contact us if you would like further information about M&A trends and/or specific transaction multiples for your industry.

For over 25 years, Seale & Associates has served leading public and private companies from around the world and operating in a broad range of industries with a high level of quality, integrity and independence while presenting innovative ideas and trusted solutions to address their most complex dealings

+25
Years of Experience

+$50B
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