

Home Care in Belarus

<https://marketpublishers.com/r/H3546B9077EEN.html>

Date: February 2022

Pages: 52

Price: US\$ 2,650.00 (Single User License)

ID: H3546B9077EEN

Abstracts

Home care performed well to the COVID-19 pandemic in 2020 due to consumers spending more time at home. Likewise, due to the raised hygiene concerns many products areas performed well such as dishwashing and bleach. Unexpectedly, home insecticides also performed very well. The reason for the unexpected boost was that many people flocked to their rural holiday homes in an effort to avoid crowded locations. The biggest loser was air care, with volume growth considerably lower than in 2019. Air fre...

Euromonitor International's Home Care in Belarus market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Home Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

HOME CARE IN BELARUS

EXECUTIVE SUMMARY

Home care in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 1 Households 2016-2021

MARKET DATA

Table 2 Sales of Home Care by Category: Value 2016-2021

Table 3 Sales of Home Care by Category: % Value Growth 2016-2021

Table 4 NBO Company Shares of Home Care: % Value 2017-2021

Table 5 LBN Brand Shares of Home Care: % Value 2018-2021

Table 6 Penetration of Private Label in Home Care by Category: % Value 2016-2021

Table 7 Distribution of Home Care by Format: % Value 2016-2021

Table 8 Distribution of Home Care by Format and Category: % Value 2021

Table 9 Forecast Sales of Home Care by Category: Value 2021-2026

Table 10 Forecast Sales of Home Care by Category: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 1 Research Sources

LAUNDRY CARE IN BELARUS

KEY DATA FINDINGS

2021 DEVELOPMENTS

Laundry care continues to perform well despite no more stockpiling

New regulations for washing detergents see several brands banned

International players continue to lead in 2021

PROSPECTS AND OPPORTUNITIES

Consumers become increasingly price-sensitive in 2022 and beyond

International players continue to lead in 2022 and beyond

Bio, eco and non-allergy options are increasing in laundry care, however lack of knowledge and higher price-points make the mass consumer wary

CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2016-2021

CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2016-2021

Table 13 Sales of Laundry Care by Category: % Value Growth 2016-2021
Table 14 Sales of Laundry Aids by Category: Value 2016-2021
Table 15 Sales of Laundry Aids by Category: % Value Growth 2016-2021
Table 16 Sales of Laundry Detergents by Category: Value 2016-2021
Table 17 Sales of Laundry Detergents by Category: % Value Growth 2016-2021
Table 18 NBO Company Shares of Laundry Care: % Value 2017-2021
Table 19 LBN Brand Shares of Laundry Care: % Value 2018-2021
Table 20 NBO Company Shares of Laundry Aids: % Value 2017-2021
Table 21 LBN Brand Shares of Laundry Aids: % Value 2018-2021
Table 22 NBO Company Shares of Laundry Detergents: % Value 2017-2021
Table 23 LBN Brand Shares of Laundry Detergents: % Value 2018-2021
Table 24 Forecast Sales of Laundry Care by Category: Value 2021-2026
Table 25 Forecast Sales of Laundry Care by Category: % Value Growth 2021-2026

DISHWASHING IN BELARUS

KEY DATA FINDINGS

2021 DEVELOPMENTS

Dishwashing slows but continues to perform better than seen prior to the pandemic
Consumers continue to economise in 2021 due to the ongoing financial repercussions of the pandemic

Henkel retains its lead, though smaller players gaining value share

PROSPECTS AND OPPORTUNITIES

Normalisation and economising lead to slowed growth in 2022 and beyond

Further penetration of dishwashers benefits automatic dishwashing

Leading players focus on scent in the coming years

CATEGORY INDICATORS

Table 26 Household Possession of Dishwashers 2015-2020

CATEGORY DATA

Table 27 Sales of Dishwashing by Category: Value 2016-2021

Table 28 Sales of Dishwashing by Category: % Value Growth 2016-2021

Table 29 NBO Company Shares of Dishwashing: % Value 2017-2021

Table 30 LBN Brand Shares of Dishwashing: % Value 2018-2021

Table 31 Forecast Sales of Dishwashing by Category: Value 2021-2026

Table 32 Forecast Sales of Dishwashing by Category: % Value Growth 2021-2026

SURFACE CARE IN BELARUS

KEY DATA FINDINGS

2021 DEVELOPMENTS

Surface care continues to perform well in 2021 due to raised hygiene awareness

Economising consumers opt for multipurpose cleaners

Henkel Rus OOO retains its leading position in a highly fragmented competitive

landscape

PROSPECTS AND OPPORTUNITIES

Ongoing growth, however, at a slower rate in 2022 and beyond

Price discounts and the economising trend hampers value growth in surface care

Growing competition from larger Russian players

CATEGORY DATA

Table 33 Sales of Surface Care by Category: Value 2016-2021

Table 34 Sales of Surface Care by Category: % Value Growth 2016-2021

Table 35 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2016-2021

Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2016-2021

Table 37 NBO Company Shares of Surface Care: % Value 2017-2021

Table 38 LBN Brand Shares of Surface Care: % Value 2018-2021

Table 39 Forecast Sales of Surface Care by Category: Value 2021-2026

Table 40 Forecast Sales of Surface Care by Category: % Value Growth 2021-2026

BLEACH IN BELARUS

KEY DATA FINDINGS

2021 DEVELOPMENTS

Bleach continues to perform well due to the raised hygiene standards

Lower price points continue to boost the popularity of bleach in 2021

Economising consumers down trade to lower-priced unknown brands

PROSPECTS AND OPPORTUNITIES

Bleach decreases in popularity in line with the economy recovering

The eco-friendly trend set to threaten the performance of bleach over the forecast period

Growing threat from Russian brands as consumers continue to economise

CATEGORY DATA

Table 41 Sales of Bleach: Value 2016-2021

Table 42 Sales of Bleach: % Value Growth 2016-2021

Table 43 Forecast Sales of Bleach: Value 2021-2026

Table 44 Forecast Sales of Bleach: % Value Growth 2021-2026

TOILET CARE IN BELARUS

KEY DATA FINDINGS

2021 DEVELOPMENTS

Slowed growth as consumers return to their pre pandemic routines

The economising trend leads to downtrading to lower-priced brands and even bleach

Leading international players increase their value shares, using strong advertising and wide product availability to boost results

PROSPECTS AND OPPORTUNITIES

Growing urbanisation drives value sales while volume sales negatively impacted by economising

New product developments focus on convenience, ease of use and extended variety

International brands make tough competition due to their advertising efforts and discounts

CATEGORY DATA

Table 45 Sales of Toilet Care by Category: Value 2016-2021

Table 46 Sales of Toilet Care by Category: % Value Growth 2016-2021

Table 47 NBO Company Shares of Toilet Care: % Value 2017-2021

Table 48 LBN Brand Shares of Toilet Care: % Value 2018-2021

Table 49 Forecast Sales of Toilet Care by Category: Value 2021-2026

Table 50 Forecast Sales of Toilet Care by Category: % Value Growth 2021-2026

POLISHES IN BELARUS

KEY DATA FINDINGS

2021 DEVELOPMENTS

The reverse seen of 2020 in 2021 as consumers return to their pre pandemic routines

Shoe polish continues to drive overall growth in 2021

Discounts and price-points are key competitive tactics to gain value sales in furniture and floor polish

PROSPECTS AND OPPORTUNITIES

Shoe polishes set to outperform floor polishes once again as pre pandemic norms return

International lower-priced brands continue to lead in 2022 and beyond

New product development in shoe polish

CATEGORY DATA

Table 51 Sales of Polishes by Category: Value 2016-2021

Table 52 Sales of Polishes by Category: % Value Growth 2016-2021

Table 53 NBO Company Shares of Polishes: % Value 2017-2021

Table 54 LBN Brand Shares of Polishes: % Value 2018-2021

Table 55 Forecast Sales of Polishes by Category: Value 2021-2026

Table 56 Forecast Sales of Polishes by Category: % Value Growth 2021-2026

AIR CARE IN BELARUS

KEY DATA FINDINGS

2021 DEVELOPMENTS

Volume sales continue to suffer as consumers economise and avoid inflated prices

Players hope to push electric air care for home usage in 2021

Leading players focus on expanding their assortments in 2021

PROSPECTS AND OPPORTUNITIES

Health-conscious consumers seek eco-friendlier products in 2022 and beyond
Spray/Aerosol air fresheners will continue to lead in current value terms
Consumers remain price-sensitive over the forecast period

CATEGORY DATA

Table 57 Sales of Air Care by Category: Value 2016-2021

Table 58 Sales of Air Care by Category: % Value Growth 2016-2021

Table 59 NBO Company Shares of Air Care: % Value 2017-2021

Table 60 LBN Brand Shares of Air Care: % Value 2018-2021

Table 61 Forecast Sales of Air Care by Category: Value 2021-2026

Table 62 Forecast Sales of Air Care by Category: % Value Growth 2021-2026

HOME INSECTICIDES IN BELARUS

KEY DATA FINDINGS

2021 DEVELOPMENTS

Another hot and humid summer boosts the demand for home insecticides in 2021

Local players continues to benefit from the economising trend in 2020

Home insecticides players face competition from other products, as well as repellents

PROSPECTS AND OPPORTUNITIES

Once Belarusians can travel abroad again in summer, demand will fall

New product launches focus on sensitive protection and scents

The economising trend continues throughout the forecast period

CATEGORY DATA

Table 63 Sales of Home Insecticides by Category: Value 2016-2021

Table 64 Sales of Home Insecticides by Category: % Value Growth 2016-2021

Table 65 NBO Company Shares of Home Insecticides: % Value 2017-2021

Table 66 LBN Brand Shares of Home Insecticides: % Value 2018-2021

Table 67 Forecast Sales of Home Insecticides by Category: Value 2021-2026

Table 68 Forecast Sales of Home Insecticides by Category: % Value Growth 2021-2026

I would like to order

Product name: Home Care in Belarus

Product link: <https://marketpublishers.com/r/H3546B9077EEN.html>

Price: US\$ 2,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H3546B9077EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970