

Home Care in the Czech Republic

<https://marketpublishers.com/r/H007966297FEN.html>

Date: February 2024

Pages: 65

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

ID: H007966297FEN

Abstracts

Retail value sales in home care recorded strong growth in 2023; the result of rising inflation and significant price increases in the Czech Republic. As such, while retail value sales were positive, retail volume was challenged as consumers' disposable budgets declined, impacting purchasing decisions. This led consumers to look for more affordable options, especially regarding home care products used daily. Products deemed unessential recorded the strongest declines, with consumers reducing their...

Euromonitor International's Home Care in Czech Republic 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 2028 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 the Czech Republic
Euromonitor International
February 2024

LIST OF CONTENTS AND TABLES

HOME CARE IN THE CZECH REPUBLIC
EXECUTIVE SUMMARY
Home care in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 1 Households 2018-2023

MARKET DATA

Table 2 Sales of Home Care by Category: Value 2018-2023

Table 3 Sales of Home Care by Category: % Value Growth 2018-2023

Table 4 NBO Company Shares of Home Care: % Value 2019-2023

Table 5 LBN Brand Shares of Home Care: % Value 2020-2023

Table 6 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 7 Distribution of Home Care by Format: % Value 2018-2023

Table 8 Distribution of Home Care by Format and Category: % Value 2023

Table 9 Forecast Sales of Home Care by Category: Value 2023-2028

Table 10 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

LAUNDRY CARE IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume sales struggle, however, liquid tablet detergents record positive growth
Standard powder detergents record the strongest decline, offering a narrow choice

Product innovations offer sustainable attributes, appealing to eco-conscious consumers

PROSPECTS AND OPPORTUNITIES

Convenience, sustainability and innovative scents drive growth in liquid tablet detergents

Discounters expand, increasing share while supermarkets and hypermarkets decline

Carpet cleaners decline as the popularity of laminate floors increases

CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2018-2023

CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2018-2023

Table 13 Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 14 Sales of Laundry Aids by Category: Value 2018-2023

Table 15 Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 16 Sales of Laundry Detergents by Category: Value 2018-2023

Table 17 Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 18 Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2018-2023

Table 19 NBO Company Shares of Laundry Care: % Value 2019-2023

Table 20 LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 21 NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 22 LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 23 NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 24 LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 25 Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 26 Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

DISHWASHING IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ease and convenience drives retail volume sales of automatic dishwashing tablets

Dishwashing additives decline as consumers focus on essential purchases

Henkel leads dishwashing, followed by RB and Procter & Gamble

PROSPECTS AND OPPORTUNITIES

Hand dishwashing posts an ongoing decline as consumers opt for convenience

Dishwashing additives decline as automatic dishwashing products offer cleaning properties

Innovation in automatic dishwashing to focus on environmental friendliness

CATEGORY INDICATORS

Table 27 Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 28 Sales of Dishwashing by Category: Value 2018-2023

Table 29 Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 30 NBO Company Shares of Dishwashing: % Value 2019-2023

Table 31 LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 32 Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 33 Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

SURFACE CARE IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

Kitchen cleaners drive positive retail growth as players focus on natural, effective ingredients

Cleaning wipes lose ground while consumers reach for more affordable options

Unilever retains its leadership, offering Savo and Cif to the landscape

PROSPECTS AND OPPORTUNITIES

Specific products become more visible across the forecast period, driving growth

Eco-friendly products see rising demand, shaping players innovations

Floor cleaners and scouring agents decline as consumers use alternative methods

CATEGORY DATA

Table 34 Sales of Surface Care by Category: Value 2018-2023

Table 35 Sales of Surface Care by Category: % Value Growth 2018-2023

Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 37 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 38 NBO Company Shares of Surface Care: % Value 2019-2023

Table 39 LBN Brand Shares of Surface Care: % Value 2020-2023

Table 40 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

Table 41 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

Table 42 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 43 Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

BLEACH IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume declines as bleach products lack consumer appeal
Manufacturers lose interest in developing new products within bleach
Unilever CR extends its lead with the well-established offering Savo Perex
PROSPECTS AND OPPORTUNITIES

Bleach continues to struggle as sales decline throughout the forecast period
Players to focus on eco-friendly variants to align with rising trends
Unilever to retain its leadership position on the landscape

CATEGORY DATA

Table 44 Sales of Bleach: Value 2018-2023

Table 45 Sales of Bleach: % Value Growth 2018-2023

Table 46 NBO Company Shares of Bleach: % Value 2019-2023

Table 47 LBN Brand Shares of Bleach: % Value 2020-2023

Table 48 Forecast Sales of Bleach: Value 2023-2028

Table 49 Forecast Sales of Bleach: % Value Growth 2023-2028

TOILET CARE IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume sales are challenged by rising price points during 2023
Rim blocks post positive retail value and volume growth, driven by convenience
Multinationals hold the lead, as Henkel retains its lead with Bref

PROSPECTS AND OPPORTUNITIES

Retail value is driven by value-added properties and natural ingredients
As ITBs and rim blocks rise, in-cistern devices will fall
Environmental awareness will drive development of eco-friendly brands

CATEGORY DATA

Table 50 Sales of Toilet Care by Category: Value 2018-2023

Table 51 Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 52 NBO Company Shares of Toilet Care: % Value 2019-2023

Table 53 LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 54 Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 55 Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

POLISHES IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

Polishes struggle with limited investment and rising price points
Furniture polishes suffer as consumers turn to alternative products
SC Johnson maintains its lead of polish with its popular Kiwi brand

PROSPECTS AND OPPORTUNITIES

Polishes struggle from rising competition as surface care innovates
Metal polishes drive growth as consumers look to maintain household appliances
Shoe polish will suffer from weak demand as clothing styles change

CATEGORY DATA

Table 56 Sales of Polishes by Category: Value 2018-2023
Table 57 Sales of Polishes by Category: % Value Growth 2018-2023
Table 58 NBO Company Shares of Polishes: % Value 2019-2023
Table 59 LBN Brand Shares of Polishes: % Value 2020-2023
Table 60 Forecast Sales of Polishes by Category: Value 2023-2028
Table 61 Forecast Sales of Polishes by Category: % Value Growth 2023-2028

AIR CARE IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

Candle and electric air fresheners drive growth through convenience and affordability
Yankee Candle focuses on promotional deals to drive share during rising inflation
RB (Hygiene Home) leads with its Air Wick brand, ahead of Glade/Brise from SC Johnson

PROSPECTS AND OPPORTUNITIES

Electric air fresheners drive retail value growth through scent innovations
Private label increases its presence on the landscape to boost share
Health and wellness trends will impact development, pushing demand for natural products

CATEGORY DATA

Table 62 Sales of Air Care by Category: Value 2018-2023
Table 63 Sales of Air Care by Category: % Value Growth 2018-2023
Table 64 Sales of Air Care by Fragrance: Value Ranking 2021-2023
Table 65 NBO Company Shares of Air Care: % Value 2019-2023
Table 66 LBN Brand Shares of Air Care: % Value 2020-2023
Table 67 Forecast Sales of Air Care by Category: Value 2023-2028
Table 68 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

HOME INSECTICIDES IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

Ongoing retail volume growth as some consumers stock up on goods

Insecticide coils decline as consumers opt for window screens and nets

SC Johnson dominates home insecticides with Biolit and Raid brands

PROSPECTS AND OPPORTUNITIES

Lack of innovation leads to declines in insecticide coils and spray/aerosols

Greater investment in eco-friendly options in a bid to retain sales

Alternative permanent solutions present a rising threat to home insecticides

CATEGORY DATA

Table 69 Sales of Home Insecticides by Category: Value 2018-2023

Table 70 Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 71 Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023

Table 72 NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 73 LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 74 Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 75 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

I would like to order

Product name: Home Care in the Czech Republic

Product link: <https://marketpublishers.com/r/H007966297FEN.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/H007966297FEN.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