

# Home Care in Slovakia

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## Abstracts

Inflationary pressures and strong price increases have affected consumer purchasing behaviour overall, and we are seeing this reflected in home care sales in Slovakia. Whilst value sales are supported by the price increases, volume sales are in a negative slump – albeit with ongoing improvements expected in 2024. The products which are suffering in sales are those which are deemed to be less essential, as consumers focus their budgets on necessities, multi-purpose products, and those which are ch...

Euromonitor International's Home Care in Slovakia 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.

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Consumers seek value-to-quality ratios and low dosage options  
Bar formats continue to decline, while liquid tablets attract consumer attention due to

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Henkel maintains its lead thanks to offering a wide range of products and eco-friendly options

## PROSPECTS AND OPPORTUNITIES

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## PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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### PROSPECTS AND OPPORTUNITIES

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Consumers' desire for home care ambiance fuels demand for air care

Selection of big names and private label present, while Power Air attracts attention with its luxury range for cars

### PROSPECTS AND OPPORTUNITIES

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