

# Laundry Care in Slovenia

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### **Abstracts**

Slovenia's economy has performed well in 2019 and during previous years. Therefore, household budgets and consumer confidence are increasing. As consumers have more funds to allocate to laundry care, they are increasingly interested in compact and convenient products. The washing machine possession rate stands at near 100%, which leads to automatic detergents dominating laundry care. Traditional products such as bar and hand wash detergents retain only a small share, while liquid tablet detergen...

Euromonitor International's Laundry Care in Slovenia 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 2024 illustrate how the market is set to change.

Product coverage: Home 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 Laundry 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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