

# Laundry Care in Poland

<https://marketpublishers.com/r/LE4EADC9840EN.html>

Date: February 2020

Pages: 6

Price: US\$ 990.00 (Single User License)

ID: LE4EADC9840EN

## Abstracts

Liquid tablet detergents continued to see strong growth in 2019. Polish consumers appreciate the convenience that is offered by the format, with easy dosing one of the important factors contributing to the growing popularity of this product. Concentrated products also continued enjoying dynamic sales to 2019, albeit in the right format: while concentrated liquid detergents again recorded double-digit percentage current value growth, concentrated powder detergents again sharply declined, with the...

Euromonitor International's Laundry Care in Poland 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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