

Laundry Care in Slovakia

<https://marketpublishers.com/r/L44C42CF863EN.html>

Date: February 2024

Pages: 23

Price: US\$ 990.00 (Single User License)

ID: L44C42CF863EN

Abstracts

Value growth in laundry care is being supported by inflationary price hikes, whilst volume sales remain in a decline. This is due to price-sensitive consumers budgeting in laundry care by using lower volumes of product per use, in addition to doing fewer but larger loads of washing (to save on energy and water usage, as well as product volumes). In this context, consumers are seeking products with a good value-to-quality ratio, and those which offer low-dosage options. Additionally, eco-friendly...

Euromonitor International's Laundry 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: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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.

Contents

Laundry Care in Slovakia
Euromonitor International
February 2024

LIST OF CONTENTS AND TABLES

LAUNDRY CARE IN SLOVAKIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers seek value-to-quality ratios and low dosage options

Bar formats continue to decline, while liquid tablets attract consumer attention due to convenience and easy dosage

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

PROSPECTS AND OPPORTUNITIES

Laundry care looks set for brighter times as the economy recovers, with a focus on "green" products expected

Bar detergents will remain in a slump, despite manufacturers' aim to position this format as eco-friendly

Liquid fabric softeners will be supported back to positive growth by ongoing innovations

CATEGORY INDICATORS

Table 1 Household Possession of Washing Machines 2018-2023

CATEGORY DATA

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

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

Table 4 Sales of Laundry Aids by Category: Value 2018-2023

Table 5 Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 6 Sales of Laundry Detergents by Category: Value 2018-2023

Table 7 Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 8 Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2018-2023

Table 9 NBO Company Shares of Laundry Care: % Value 2019-2023

Table 10 LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 11 NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 12 LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 13 NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 14 LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 15 Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 16 Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

HOME CARE IN SLOVAKIA

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 KEY TRENDS

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 17 Households 2018-2023

MARKET DATA

Table 18 Sales of Home Care by Category: Value 2018-2023

Table 19 Sales of Home Care by Category: % Value Growth 2018-2023

Table 20 NBO Company Shares of Home Care: % Value 2019-2023

Table 21 LBN Brand Shares of Home Care: % Value 2020-2023

Table 22 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 23 Distribution of Home Care by Format: % Value 2018-2023

Table 24 Distribution of Home Care by Format and Category: % Value 2023

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

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

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Laundry Care in Slovakia

Product link: <https://marketpublishers.com/r/L44C42CF863EN.html>

Price: US\$ 990.00 (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/L44C42CF863EN.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