



Laundry Care in the Czech Republic

February 2024

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Laundry Care in the Czech Republic - Category analysis

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

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DISCLAIMER

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