

# Laundry Care in Slovakia

February 2024

Table of Contents

## Laundry Care in Slovakia - Category analysis

### 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 - Industry Overview

### 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

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