

# Surface Care in North Macedonia

February 2024

Table of Contents

## Surface Care in North Macedonia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Surface care sees decline in several subcategories

Growth led by oven cleaners and descalers, with SC Johnson still leading overall category

Decline for wash and wax floor cleaners, while BioActive introduces new products

#### PROSPECTS AND OPPORTUNITIES

Low growth forecast for overall surface care

Standard floor cleaners to rise fastest

Scouring agents will lag behind

#### CATEGORY DATA

Table 1 - Sales of Surface Care by Category: Value 2018-2023

Table 2 - Sales of Surface Care by Category: % Value Growth 2018-2023

Table 3 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 4 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Surface Care: % Value 2019-2023

Table 6 - LBN Brand Shares of Surface Care: % Value 2020-2023

Table 7 - Forecast Sales of Surface Care by Category: Value 2023-2028

Table 8 - Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

## Home Care in North Macedonia - 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 9 - Households 2018-2023

### MARKET DATA

Table 10 - Sales of Home Care by Category: Value 2018-2023

Table 11 - Sales of Home Care by Category: % Value Growth 2018-2023

Table 12 - NBO Company Shares of Home Care: % Value 2019-2023

Table 13 - LBN Brand Shares of Home Care: % Value 2020-2023

Table 14 - Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 15 - Distribution of Home Care by Format: % Value 2018-2023

Table 16 - Distribution of Home Care by Format and Category: % Value 2023

Table 17 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 18 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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