

Toilet Care in Croatia

Market Direction | 2023-01-24 | 15 pages | Euromonitor

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Report description:

Toilet care was one of the better performers of home care products in 2022, with both current value and healthy volume growth. This was in spite of high inflation, stemming from the war in Ukraine, which has resulted in an energy crisis. One contributing factor to the healthy performance was with foreign tourists returning in droves in 2022, many apartment owners were letting out their apartments through schemes such as Airbnb, and as a result spent significant sums on toilet care products.

Euromonitor International's Toilet Care in Croatia 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 2027 illustrate how the market is set to change.

Product coverage: In-Cistern Devices, ITBs, Toilet Care Tablets/Powders, Toilet Cleaning Systems, Toilet Liquids/Foam.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Toilet 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.

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Table of Contents:

Toilet Care in Croatia
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List Of Contents And Tables

TOILET CARE IN CROATIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Healthy volume growth, in spite of high inflation

Multinationals continue to benefit from strong shelf positioning of their brands and higher advertising budgets

ITBs continue to account for most current value sales

PROSPECTS AND OPPORTUNITIES

Minimal constant value and volume growth over forecast period

Further development of ecological toilet care

Continued differentiation to keep consumers engaged

CATEGORY DATA

Table 1 Sales of Toilet Care by Category: Value 2017-2022

Table 2 Sales of Toilet Care by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Toilet Care: % Value 2018-2022

Table 4 LBN Brand Shares of Toilet Care: % Value 2019-2022

Table 5 Forecast Sales of Toilet Care by Category: Value 2022-2027

Table 6 Forecast Sales of Toilet Care by Category: % Value Growth 2022-2027

HOME CARE IN CROATIA

EXECUTIVE SUMMARY

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 7 Households 2017-2022

MARKET DATA

Table 8 Sales of Home Care by Category: Value 2017-2022

Table 9 Sales of Home Care by Category: % Value Growth 2017-2022

Table 10 NBO Company Shares of Home Care: % Value 2018-2022

Table 11 LBN Brand Shares of Home Care: % Value 2019-2022

Table 12 Penetration of Private Label in Home Care by Category: % Value 2017-2022

Table 13 Distribution of Home Care by Format: % Value 2017-2022

Table 14 Distribution of Home Care by Format and Category: % Value 2022

Table 15 Forecast Sales of Home Care by Category: Value 2022-2027

Table 16 □Forecast Sales of Home Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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