

## **Home Care in the Czech Republic**

Market Direction | 2023-01-01 | 67 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

### **Report description:**

Home care in Czech Republic in 2022 was heavily impacted by high inflation leading to steep price rises across several different categories and product areas. Czech consumers became increasingly price-sensitive with many downtrading and shifting towards lower-cost alternative home care products - particularly those usually used on a daily basis. Air care, polish and bleach were among the categories that saw consumers purchasing less often as their products are not considered to be necessary. As...

Euromonitor International's Home Care in Czech Republic 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: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

Why buy this report?

- \* Get a detailed picture of the Home 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Home Care in the Czech Republic  
Euromonitor International  
January 2023

List Of Contents And Tables

### **HOME CARE IN THE CZECH REPUBLIC**

#### **EXECUTIVE SUMMARY**

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

#### **MARKET INDICATORS**

Table 1 Households 2017-2022

#### **MARKET DATA**

Table 2 Sales of Home Care by Category: Value 2017-2022

Table 3 Sales of Home Care by Category: % Value Growth 2017-2022

Table 4 NBO Company Shares of Home Care: % Value 2018-2022

Table 5 LBN Brand Shares of Home Care: % Value 2019-2022

Table 6 Penetration of Private Label in Home Care by Category: % Value 2017-2022

Table 7 Distribution of Home Care by Format: % Value 2017-2022

Table 8 Distribution of Home Care by Format and Category: % Value 2022

Table 9 Forecast Sales of Home Care by Category: Value 2022-2027

Table 10 □Forecast Sales of Home Care by Category: % Value Growth 2022-2027

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

### **LAUNDRY CARE IN THE CZECH REPUBLIC**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Despite economic uncertainty consumers remain focused on highly efficient laundry care products

Standard detergents suffers from lack of interest and narrow choice, while sustainability remains central concern

Henkel maintains leadership of laundry care overall in 2022

#### **PROSPECTS AND OPPORTUNITIES**

Volume sales will rise, benefiting from greater investment in marketing

Players to focus on eco-friendly innovation

E-commerce likely to see further growth, while other laundry aids will benefit from broader range of products

#### **CATEGORY INDICATORS**

Table 11 Household Possession of Washing Machines 2017-2022

#### **CATEGORY DATA**

Table 12 Sales of Laundry Care by Category: Value 2017-2022

Table 13 Sales of Laundry Care by Category: % Value Growth 2017-2022

Table 14 Sales of Laundry Aids by Category: Value 2017-2022

Table 15 Sales of Laundry Aids by Category: % Value Growth 2017-2022

Table 16 Sales of Laundry Detergents by Category: Value 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 17 Sales of Laundry Detergents by Category: % Value Growth 2017-2022

Table 18 NBO Company Shares of Laundry Care: % Value 2018-2022

Table 19 LBN Brand Shares of Laundry Care: % Value 2019-2022

Table 20 □NBO Company Shares of Laundry Aids: % Value 2018-2022

Table 21 □LBN Brand Shares of Laundry Aids: % Value 2019-2022

Table 22 □NBO Company Shares of Laundry Detergents: % Value 2018-2022

Table 23 □LBN Brand Shares of Laundry Detergents: % Value 2019-2022

Table 24 □Forecast Sales of Laundry Care by Category: Value 2022-2027

Table 25 □Forecast Sales of Laundry Care by Category: % Value Growth 2022-2027

## DISHWASHING IN THE CZECH REPUBLIC

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Volume sales fall while greener variants expand their presence in automatic dishwashing

Automatic dishwashing tablets drives overall growth in 2022, and dishwashing additives gains ground

Henkel leads dishwashing in 2022, followed by RB and Procter & Gamble

### PROSPECTS AND OPPORTUNITIES

Hand dishwashing to continue its downward trend throughout forecast period

Innovation in automatic dishwashing to focus on environmental friendliness

Increasing penetration of dishwashers will support sales in automatic dishwashing products

### CATEGORY INDICATORS

Table 26 Household Possession of Dishwashers 2017-2022

### CATEGORY DATA

Table 27 Sales of Dishwashing by Category: Value 2017-2022

Table 28 Sales of Dishwashing by Category: % Value Growth 2017-2022

Table 29 NBO Company Shares of Dishwashing: % Value 2018-2022

Table 30 LBN Brand Shares of Dishwashing: % Value 2019-2022

Table 31 Forecast Sales of Dishwashing by Category: Value 2022-2027

Table 32 Forecast Sales of Dishwashing by Category: % Value Growth 2022-2027

## SURFACE CARE IN THE CZECH REPUBLIC

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Positive but small volume growth for surface care in 2022

Consumers prioritise efficacy over greenness in surface care, while all purpose wipes benefit from multifunctionality

Unilever leads with Savo and Cif

### PROSPECTS AND OPPORTUNITIES

Kitchen cleaners to benefit from deeper penetration of kitchen appliances

Eco-friendly products set to see rising demand

Purpose-specific products to become more visible over the forecast period

### CATEGORY DATA

Table 33 Sales of Surface Care by Category: Value 2017-2022

Table 34 Sales of Surface Care by Category: % Value Growth 2017-2022

Table 35 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2017-2022

Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2017-2022

Table 37 NBO Company Shares of Surface Care: % Value 2018-2022

Table 38 LBN Brand Shares of Surface Care: % Value 2019-2022

Table 39 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2018-2022

Table 40 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 41 Forecast Sales of Surface Care by Category: Value 2022-2027

Table 42 □Forecast Sales of Surface Care by Category: % Value Growth 2022-2027

## BLEACH IN THE CZECH REPUBLIC

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Bleach suffers from negative image in terms of health and environmental impact

Manufacturers lose interest in developing new products within in bleach

Savo Perex from Unilever maintains dominance of bleach in 2022

### PROSPECTS AND OPPORTUNITIES

Bleach to continue to fall and fade throughout the forecast period

Players focusing on eco-friendly variants may see some growth

Unilever likely to remain ahead of the rest

### CATEGORY DATA

Table 43 Sales of Bleach: Value 2017-2022

Table 44 Sales of Bleach: % Value Growth 2017-2022

Table 45 NBO Company Shares of Bleach: % Value 2018-2022

Table 46 LBN Brand Shares of Bleach: % Value 2019-2022

Table 47 Forecast Sales of Bleach: Value 2022-2027

Table 48 Forecast Sales of Bleach: % Value Growth 2022-2027

## TOILET CARE IN THE CZECH REPUBLIC

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

ITBs drives overall growth in toilet care

2022 sees Czech consumers shift to low-cost options

Henkel leads with Bref brand, followed by Unilever's Domestos and SC Johnson's Duck

### PROSPECTS AND OPPORTUNITIES

Growth to remain steady during the forecast period

Environmental awareness will push development in eco-friendly brands

As ITBs rise, in-cistern devices will fall

### CATEGORY DATA

Table 49 Sales of Toilet Care by Category: Value 2017-2022

Table 50 Sales of Toilet Care by Category: % Value Growth 2017-2022

Table 51 NBO Company Shares of Toilet Care: % Value 2018-2022

Table 52 LBN Brand Shares of Toilet Care: % Value 2019-2022

Table 53 Forecast Sales of Toilet Care by Category: Value 2022-2027

Table 54 Forecast Sales of Toilet Care by Category: % Value Growth 2022-2027

## POLISHES IN THE CZECH REPUBLIC

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Polishes struggles with limited investment

Metal polish leads growth in 2022, with furniture polish falling fastest

SC Johnson maintains lead of polish overall with popular Kiwi brand

### PROSPECTS AND OPPORTUNITIES

Polish offers low potential for development

Floor polish to benefit from expansion of wooden and laminate floors

Shoe polish will suffer from continued weak demand

### CATEGORY DATA

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

Table 55 Sales of Polishes by Category: Value 2017-2022

Table 56 Sales of Polishes by Category: % Value Growth 2017-2022

Table 57 NBO Company Shares of Polishes: % Value 2018-2022

Table 58 LBN Brand Shares of Polishes: % Value 2019-2022

Table 59 Forecast Sales of Polishes by Category: Value 2022-2027

Table 60 Forecast Sales of Polishes by Category: % Value Growth 2022-2027

## AIR CARE IN THE CZECH REPUBLIC

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Air care sees falling volume sales overall in 2022, with consumers shifting towards modern and natural products within the category

Investment in innovation and communication supports sales in air care

RB (Hygiene Home) leads with its Air Wick brand, just ahead of Glade/Brise from SC Johnson

### PROSPECTS AND OPPORTUNITIES

Volume sales to stay negative throughout the forecast period

Liquid air fresheners will lead growth as manufacturers shift further away from car air fresheners

Health and wellness trends will impact development, pushing demand for natural products

### CATEGORY DATA

Table 61 Sales of Air Care by Category: Value 2017-2022

Table 62 Sales of Air Care by Category: % Value Growth 2017-2022

Table 63 Sales of Air Care by Fragrance: Value Ranking 2020-2022

Table 64 NBO Company Shares of Air Care: % Value 2018-2022

Table 65 LBN Brand Shares of Air Care: % Value 2019-2022

Table 66 Forecast Sales of Air Care by Category: Value 2022-2027

Table 67 Forecast Sales of Air Care by Category: % Value Growth 2022-2027

## HOME INSECTICIDES IN THE CZECH REPUBLIC

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Current value sales rise in response to soaring inflation, while volume sales fall

Positive volume growth posted only by other home insecticides in 2022

SC Johnson dominates home insecticides with Biolit and Raid brands

### PROSPECTS AND OPPORTUNITIES

Growth to remain linked to climate and insect activity, with other home insecticides set to lead in both volume and current value terms

Alternative permanent solutions present rising threat to home insecticides

Greater investment expected in eco-friendly options

### CATEGORY DATA

Table 68 Sales of Home Insecticides by Category: Value 2017-2022

Table 69 Sales of Home Insecticides by Category: % Value Growth 2017-2022

Table 70 Sales of Spray/Aerosol Insecticides by Type: % Value 2017-2022

Table 71 NBO Company Shares of Home Insecticides: % Value 2018-2022

Table 72 LBN Brand Shares of Home Insecticides: % Value 2019-2022

Table 73 Forecast Sales of Home Insecticides by Category: Value 2022-2027

Table 74 Forecast Sales of Home Insecticides by Category: % Value Growth 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Home Care in the Czech Republic

Market Direction | 2023-01-01 | 67 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to [support@scotts-international.com](mailto:support@scotts-international.com)

### ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User Licence (1 Site)	€4400.00
	Multiple User Licence (Global)	€6600.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact [support@scotts-international.com](mailto:support@scotts-international.com) or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-26"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)