

Laundry Care in the Czech Republic

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

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Report description:

Laundry care saw slightly declining volume growth and rapidly rising, double-digit current value growth in 2022 with soaring inflation pushing up average unit prices and increasing price-sensitivity among Czech consumers. Demand for eco-friendly washing additives remained strong, though inflationary pressures meant more cautious spending and thus slower growth for costly premium products. Sales in laundry care overall continued to be driven by pandemic-era advice and recommendations to increase...

Euromonitor International's Laundry 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: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

Why buy this report?

- * Get a detailed picture of the Laundry 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.

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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

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