

Surface Care in Croatia

Market Direction | 2023-01-01 | 18 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

In 2022, though current value increased, constant value fell. Several factors led to this muted performance. The war in Ukraine had a negative impact, with the resultant energy crisis leading to soaring inflation. In addition, with the height of the pandemic having passed, there was not the same level of frenetic cleaning in order to remove any residue of the virus. Lastly, population decline also had an effect. That being said, though constant value sales fell, there was a slight increase in vo...

Euromonitor International's Surface 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: Bathroom Cleaners, Descalers, Drain Openers, Floor Cleaners, Home Care Disinfectants, Home Care Wipes and Floor Cleaning Systems, Kitchen Cleaners, Multi-Purpose Cleaners, Oven Cleaners, Scouring Agents, Window/Glass Cleaners.

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

Why buy this report?

- * Get a detailed picture of the Surface 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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Surface Care in Croatia
Euromonitor International
January 2023

List Of Contents And Tables

SURFACE CARE IN CROATIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Slight increase in volume sales.

Multinational players retain strong presence due to strong visibility and wide distribution

Consumers increasingly concerned about the environment and players take note

PROSPECTS AND OPPORTUNITIES

Muted constant value and volume growth over forecast period

E-commerce continues to gain value share over the forecast period

Gradual emergence of ecological brands in surface care

CATEGORY DATA

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

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

Table 3 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2017-2022

Table 4 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Surface Care: % Value 2018-2022

Table 6 LBN Brand Shares of Surface Care: % Value 2019-2022

Table 7 Forecast Sales of Surface Care by Category: Value 2022-2027

Table 8 Forecast Sales of Surface 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 9 Households 2017-2022

MARKET DATA

Table 10 Sales of Home Care by Category: Value 2017-2022

Table 11 Sales of Home Care by Category: % Value Growth 2017-2022

Table 12 NBO Company Shares of Home Care: % Value 2018-2022

Table 13 LBN Brand Shares of Home Care: % Value 2019-2022

Table 14 Penetration of Private Label in Home Care by Category: % Value 2017-2022

Table 15 Distribution of Home Care by Format: % Value 2017-2022

Table 16 Distribution of Home Care by Format and Category: % Value 2022

Table 17 Forecast Sales of Home Care by Category: Value 2022-2027

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 18 □Forecast Sales of Home Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Surface Care in Croatia

Market Direction | 2023-01-01 | 18 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

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact 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="2025-05-09"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com