

## **Toilet Care in North Macedonia**

Market Direction | 2023-02-01 | 15 pages | Euromonitor

### **AVAILABLE LICENSES:**

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

### **Report description:**

Increased household hygiene continued to drive consumer demand for toilet care in 2022, with retail volume growth improving compared to 2021. COVID-19 led to a significant increase in consumer expenditure on toilet care products, and in 2022 this trend continued to be uninterrupted and further boosted by rising inflation. As a result, toilet care achieved a very strong, double-digit retail value growth in 2022.

Euromonitor International's Toilet Care in North Macedonia 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.

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:**

Toilet Care in North Macedonia  
Euromonitor International  
February 2023

List Of Contents And Tables

### **TOILET CARE IN NORTH MACEDONIA**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Toilet care achieves strong retail value growth amidst rising unit prices  
In-cistern devices continue to be the fastest growing toilet care product  
The Bolton Group continues to lead toilet care thanks to the brand WC Net  
**PROSPECTS AND OPPORTUNITIES**

Toilet care benefits from innovation and new product development  
Significant marketing and advertising boosts retail volume sales  
E-commerce continues to gather pace over the forecast period

#### **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 NORTH MACEDONIA**

#### **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

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

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

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

www.scotts-international.com

## Toilet Care in North Macedonia

Market Direction | 2023-02-01 | 15 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	2026-02-19
		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