

Laundry Care in North Macedonia

Market Direction | 2023-02-01 | 21 pages | Euromonitor

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Report description:

The outbreak of COVID-19 saw hygiene concerns rise in the country, with consumers washing their clothes more frequently in 2020. In 2022, laundry care performed above levels seen in 2021 - which dipped following the high levels recorded during 2020 - with strong retail volume growth coming from detergent tablets and in-wash spot and stain remover. In-wash spot and stain removers recorded a dynamic performance, thanks to ongoing consumer demand for convenient and quick solutions, while liquid det...

Euromonitor International's Laundry 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: 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

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reliable information resources to help drive informed strategic planning.

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Changing consumer preferences impact bar detergents and carpet cleaners

Procter & Gamble Co retains its lead with Ariel, Bonux and Lenor

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Convenience leads to a positive performance for liquid tablet detergents

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