

## Home Care in Croatia

Market Direction | 2024-02-22 | 53 pages | Euromonitor

### AVAILABLE LICENSES:

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

### Report description:

Strong current retail value sales growth in 2023 as a result of inflation had a negative impact on volume sales in the year. The two major categories of dishwashing and laundry care were particularly affected by price hikes. In addition, rising budget constraints and uncertainty caused by the war in Ukraine and the energy crisis impacted consumer purchasing habits, and spending on non-food and non-essential products consequently declined in 2023. There were, however, some unexpected areas of gro...

Euromonitor International's Home 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 2028 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

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

## Table of Contents:

Home Care in Croatia  
Euromonitor International  
February 2024

### List Of Contents And Tables

#### HOME CARE IN CROATIA

##### EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

##### MARKET INDICATORS

Table 1 Households 2018-2023

##### MARKET DATA

Table 2 Sales of Home Care by Category: Value 2018-2023

Table 3 Sales of Home Care by Category: % Value Growth 2018-2023

Table 4 NBO Company Shares of Home Care: % Value 2019-2023

Table 5 LBN Brand Shares of Home Care: % Value 2020-2023

Table 6 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 7 Distribution of Home Care by Format: % Value 2018-2023

Table 8 Distribution of Home Care by Format and Category: % Value 2023

Table 9 Forecast Sales of Home Care by Category: Value 2023-2028

Table 10 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### LAUNDRY CARE IN CROATIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Price increases dampen volume sales in 2023

Importance of quality, as well as price

Saponia retains its lead with a wide product portfolio and an emphasis on protecting the environment

##### PROSPECTS AND OPPORTUNITIES

Value growth supported by rising demand for more expensive natural products

Low efficacy and busy lifestyles to impact bar detergents and hand wash detergent products

Manufacturers to focus on promotions, efficacy and attractive prices

##### CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2018-2023

##### CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2018-2023

Table 13 Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 14 Sales of Laundry Aids by Category: Value 2018-2023

Table 15 Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 16 Sales of Laundry Detergents by Category: Value 2018-2023

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

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

www.scotts-international.com

Table 17 Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 18 NBO Company Shares of Laundry Care: % Value 2019-2023

Table 19 LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 20 □NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 21 □LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 22 □NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 23 □LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 24 □Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 25 □Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

## DISHWASHING IN CROATIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Price rises and time restraints impact dishwashing sales in 2023

Private label benefits from increasing price sensitivity; however, multinationals continue to lead

Further strong growth of e-commerce

### PROSPECTS AND OPPORTUNITIES

Rising penetration of dishwashers and demand for convenience to drive growth of automatic dishwashing

Hand dishwashing will lose further ground

Sales will be even more dependent on promotions

### CATEGORY INDICATORS

Table 26 Household Possession of Dishwashers 2017-2022

### CATEGORY DATA

Table 27 Sales of Dishwashing by Category: Value 2018-2023

Table 28 Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 29 NBO Company Shares of Dishwashing: % Value 2019-2023

Table 30 LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 31 Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 32 Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

## SURFACE CARE IN CROATIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Multi-purpose products offer convenience and efficiency

Falling demand for window/glass cleaners as consumers switch to wipes

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

### PROSPECTS AND OPPORTUNITIES

Convenience and cost will continue to influence demand

Resurgence of eco-friendly trend

Moderate value growth as consumers trade down

### CATEGORY DATA

Table 33 Sales of Surface Care by Category: Value 2018-2023

Table 34 Sales of Surface Care by Category: % Value Growth 2018-2023

Table 35 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 37 NBO Company Shares of Surface Care: % Value 2019-2023

Table 38 LBN Brand Shares of Surface Care: % Value 2020-2023

Table 39 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 40 Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

## BLEACH IN CROATIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Dampened sales with the end of the pandemic and environmental concerns

Strong e-commerce growth as consumers appreciate its convenience and prices

Domestos retains its dominance of bleach as an established and trusted brand

### PROSPECTS AND OPPORTUNITIES

Health and environmental concerns will see consumers switching to less harmful alternatives

Strong perception of chlorine as effective ingredient will continue among older consumers

New private label products set to perform well

### CATEGORY DATA

Table 41 Sales of Bleach: Value 2018-2023

Table 42 Sales of Bleach: % Value Growth 2018-2023

Table 43 NBO Company Shares of Bleach: % Value 2019-2023

Table 44 LBN Brand Shares of Bleach: % Value 2020-2023

Table 45 Forecast Sales of Bleach: Value 2023-2028

Table 46 Forecast Sales of Bleach: % Value Growth 2023-2028

## TOILET CARE IN CROATIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Convenient rim liquids record the highest growth

Consumers demand eco-friendliness and sophisticated fragrances

Multinationals continue to benefit from strong shelf positioning of their brands and higher advertising budgets

### PROSPECTS AND OPPORTUNITIES

Steady growth supported by lingering pandemic effects

More premium and sophisticated products expected as the economy stabilises...

...however, consumers will remain price sensitive

### CATEGORY DATA

Table 47 Sales of Toilet Care by Category: Value 2018-2023

Table 48 Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 49 NBO Company Shares of Toilet Care: % Value 2019-2023

Table 50 LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 51 Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 52 Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

## POLISHES IN CROATIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales benefit from tourism in 2023

Popularity of laminate flooring and floor tiles impacts floor polish

Rising product awareness and marketing efforts benefit metal polish

### PROSPECTS AND OPPORTUNITIES

Fashion trends and a lack of innovation hamper future growth

Price sensitivity to drive sales of private label products, eroding SC Johnson's share

Sales of shoe polish supported by increased manufacturer focus

### CATEGORY DATA

Table 53 Sales of Polishes by Category: Value 2018-2023

Table 54 Sales of Polishes by Category: % Value Growth 2018-2023

Table 55 NBO Company Shares of Polishes: % Value 2019-2023

Table 56 LBN Brand Shares of Polishes: % Value 2020-2023

Table 57 Forecast Sales of Polishes by Category: Value 2023-2028

Table 58 Forecast Sales of Polishes by Category: % Value Growth 2023-2028

AIR CARE IN CROATIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Tourism and working from home support sales despite price increases in 2023

Health and environmental concerns impact spray/aerosol air fresheners

Multinationals continue to dominate air care, but private label is gaining

PROSPECTS AND OPPORTUNITIES

Rise of "green wave" will see consumers switching to natural products

Lack of marketing and prioritisation of essential goods to hamper growth

Resumption of normal social and economic activity, and new product development should boost car air fresheners

CATEGORY DATA

Table 59 Sales of Air Care by Category: Value 2018-2023

Table 60 Sales of Air Care by Category: % Value Growth 2018-2023

Table 61 NBO Company Shares of Air Care: % Value 2019-2023

Table 62 LBN Brand Shares of Air Care: % Value 2020-2023

Table 63 Forecast Sales of Air Care by Category: Value 2023-2028

Table 64 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

HOME INSECTICIDES IN CROATIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Warmer and more humid weather drives demand for home insecticides in 2023

Insecticide coils perceived to be less convenient

Rising demand for products with natural ingredients

PROSPECTS AND OPPORTUNITIES

Increasing use of extermination specialists expected to hamper growth

Climate change ensures ongoing demand

Anticipated switch to nets and home-made products will dampen future sales

CATEGORY DATA

Table 65 Sales of Home Insecticides by Category: Value 2018-2023

Table 66 Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 67 NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 68 LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 69 Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 70 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

## Home Care in Croatia

Market Direction | 2024-02-22 | 53 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	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-10
	Signature	

**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)