

## Home Care in Slovakia

Market Direction | 2024-02-23 | 62 pages | Euromonitor

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### Report description:

Inflationary pressures and strong price increases have affected consumer purchasing behaviour overall, and we are seeing this reflected in home care sales in Slovakia. Whilst value sales are supported by the price increases, volume sales are in a negative slump - albeit with ongoing improvements expected in 2024. The products which are suffering in sales are those which are deemed to be less essential, as consumers focus their budgets on necessities, multi-purpose products, and those which are ch...

Euromonitor International's Home Care in Slovakia 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.

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## Table of Contents:

Home Care in Slovakia  
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List Of Contents And Tables

### HOME CARE IN SLOVAKIA

#### 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 SLOVAKIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers seek value-to-quality ratios and low dosage options

Bar formats continue to decline, while liquid tablets attract consumer attention due to convenience and easy dosage

Henkel maintains its lead thanks to offering a wide range of products and eco-friendly options

#### PROSPECTS AND OPPORTUNITIES

Laundry care looks set for brighter times as the economy recovers, with a focus on "green" products expected

Bar detergents will remain in a slump, despite manufacturers' aim to position this format as eco-friendly

Liquid fabric softeners will be supported back to positive growth by ongoing innovations

#### 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

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Table 17 Sales of Laundry Detergents by Category: % Value Growth 2018-2023  
 Table 18 Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2018-2023  
 Table 19 NBO Company Shares of Laundry Care: % Value 2019-2023  
 Table 20 □LBN Brand Shares of Laundry Care: % Value 2020-2023  
 Table 21 □NBO Company Shares of Laundry Aids: % Value 2019-2023  
 Table 22 □LBN Brand Shares of Laundry Aids: % Value 2020-2023  
 Table 23 □NBO Company Shares of Laundry Detergents: % Value 2019-2023  
 Table 24 □LBN Brand Shares of Laundry Detergents: % Value 2020-2023  
 Table 25 □Forecast Sales of Laundry Care by Category: Value 2023-2028  
 Table 26 □Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

**DISHWASHING IN SLOVAKIA**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Automatic dishwashing is the winner, with consumers seeking a hybrid approach to their dishwashing chores  
 Health and beauty specialists continue to attract consumers  
 Henkel boosts its "green" credentials with eco-friendly developments in Somat Excellence

**PROSPECTS AND OPPORTUNITIES**

An overall positive performance expected for dishwashing, albeit stronger in automatic variants  
 Automatic dishwashing tablets set to offer the ultimate cleaning at the lowest dosage  
 Innovation set to be the driving trend for dishwashing

**CATEGORY INDICATORS**

Table 27 Household Possession of Dishwashers 2017-2022

**CATEGORY DATA**

Table 28 Sales of Dishwashing by Category: Value 2018-2023  
 Table 29 Sales of Dishwashing by Category: % Value Growth 2018-2023  
 Table 30 NBO Company Shares of Dishwashing: % Value 2019-2023  
 Table 31 LBN Brand Shares of Dishwashing: % Value 2020-2023  
 Table 32 Forecast Sales of Dishwashing by Category: Value 2023-2028  
 Table 33 Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

**SURFACE CARE IN SLOVAKIA**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Surface care sales supported by multi-purpose products and those which cannot be substituted  
 Floor cleaners demonstrates an example of a negative trending category  
 Consumers able to choose between global names, private label, and eco-friendly products

**PROSPECTS AND OPPORTUNITIES**

Ongoing sales supported by stable demand and expected innovations  
 Trends in consumer kitchen appliances set to influence specialist product sales  
 Furniture polish wipes will continue to appeal to consumers, thanks to offering convenience and efficiency

**CATEGORY DATA**

Table 34 Sales of Surface Care by Category: Value 2018-2023  
 Table 35 Sales of Surface Care by Category: % Value Growth 2018-2023  
 Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023  
 Table 37 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023  
 Table 38 NBO Company Shares of Surface Care: % Value 2019-2023  
 Table 39 LBN Brand Shares of Surface Care: % Value 2020-2023  
 Table 40 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

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Table 41 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

Table 42 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 43 □Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

#### BLEACH IN SLOVAKIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Uninteresting category of bleach remains in a slump

Ecover's eco-friendly laundry bleach continues to gain share

Health and beauty specialists lose a marginal share to e-commerce

##### PROSPECTS AND OPPORTUNITIES

Gloomy prospects for bleach ahead

Activity from small unbranded players and eco-friendly developments possible

Health and beauty specialists likely to decline in bleach, as such outlets focus on better-selling products

##### CATEGORY DATA

Table 44 Sales of Bleach: Value 2018-2023

Table 45 Sales of Bleach: % Value Growth 2018-2023

Table 46 NBO Company Shares of Bleach: % Value 2019-2023

Table 47 LBN Brand Shares of Bleach: % Value 2020-2023

Table 48 Forecast Sales of Bleach: Value 2023-2028

Table 49 Forecast Sales of Bleach: % Value Growth 2023-2028

#### TOILET CARE IN SLOVAKIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Flat volume growth noted, with big name and private label options for consumers to choose from

Rim blocks continue to attract the attention of consumers over in-cistern devices

Toilet care gets the "green" treatment with eco-friendly brands on the rise

##### PROSPECTS AND OPPORTUNITIES

An overall sluggish performance expected, with rim blocks remaining the rising star

In-cistern devices will continue to lose out, with competition polarised between Toilet Duck and private label

Private label players will need to innovate to maintain their popularity as consumers regain their spending power

##### CATEGORY DATA

Table 50 Sales of Toilet Care by Category: Value 2018-2023

Table 51 Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 52 NBO Company Shares of Toilet Care: % Value 2019-2023

Table 53 LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 54 Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 55 Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

#### POLISHES IN SLOVAKIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Polishes is a generally uninteresting category, with little activity despite the large number of available brands

Shoe polish is the star category overall, achieving positive value and volume sales

E-commerce continues to carve out its distribution share

##### PROSPECTS AND OPPORTUNITIES

Overall negative performance expected due to low demand and little development

Shoe polish set to be the saving grace, with developments and promotions expected

Floor polish will slide into a further slump, while metal polish is set to limp ahead

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## CATEGORY DATA

Table 56 Sales of Polishes by Category: Value 2018-2023

Table 57 Sales of Polishes by Category: % Value Growth 2018-2023

Table 58 NBO Company Shares of Polishes: % Value 2019-2023

Table 59 LBN Brand Shares of Polishes: % Value 2020-2023

Table 60 Forecast Sales of Polishes by Category: Value 2023-2028

Table 61 Forecast Sales of Polishes by Category: % Value Growth 2023-2028

## AIR CARE IN SLOVAKIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Air care is performing quite well, thanks to healthy volume sales in liquid, electric, and candle air fresheners

Consumers' desire for home care ambiance fuels demand for air care

Selection of big names and private label present, while Power Air attracts attention with its luxury range for cars

### PROSPECTS AND OPPORTUNITIES

A positive performance ahead, driven by modern formats and appealing scents

Liquid air fresheners tipped as an area to watch for new brands and products

Luxury car air fresheners tipped to attract more attention as the economy improves

## CATEGORY DATA

Table 62 Sales of Air Care by Category: Value 2018-2023

Table 63 Sales of Air Care by Category: % Value Growth 2018-2023

Table 64 Sales of Air Care by Fragrance: Value Ranking 2021-2023

Table 65 NBO Company Shares of Air Care: % Value 2019-2023

Table 66 LBN Brand Shares of Air Care: % Value 2020-2023

Table 67 Forecast Sales of Air Care by Category: Value 2023-2028

Table 68 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

## HOME INSECTICIDES IN SLOVAKIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

A positive overall performance, supported by electric insecticides and insecticide coils

Electric insecticides is the area to watch for growth and developments

Private label dm-Drogerie Markt benefits from the expansion of its Profissimo range

### PROSPECTS AND OPPORTUNITIES

A sluggish performance expected ahead for home insecticides as a whole

Electric insecticides will maintain a positive performance in both volume and value terms

Spray/aerosol insecticides will remain in a negative slump due to environmental and health concerns

## CATEGORY DATA

Table 69 Sales of Home Insecticides by Category: Value 2018-2023

Table 70 Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 71 Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023

Table 72 NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 73 LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 74 Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 75 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

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