

## **Home Care in Slovenia**

Market Direction | 2024-02-23 | 51 pages | Euromonitor

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### **Report description:**

In 2023, Slovenia witnessed a growing demand for hypoallergenic and sensitive products, particularly in surface care and laundry care, driven by an increasing prevalence of allergies. Consumers, especially parents and pet owners, favour surface care products made from vegan or organic ingredients, such as Green Emotions floor cleaner, which boasts plant-based ingredients suitable for all surfaces. Laundry care brands like Persil responded to this trend by launching hypoallergenic sensitive gel d...

Euromonitor International's Home Care in Slovenia 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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Euromonitor International  
February 2024

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