

## **Laundry Care in North Macedonia**

Market Direction | 2024-02-22 | 21 pages | Euromonitor

### **AVAILABLE LICENSES:**

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

### **Report description:**

Laundry care in North Macedonia saw double-digit current value growth in 2023, thanks to rising unit prices against a background of high inflation. Overall volume sales within laundry care, however, were largely stagnant in 2023, with diminished purchasing power prompting local consumers to cut down on less essential purchases and economise when it came to buying laundry care products. Product areas such as bar detergents, hand wash detergents, and water softeners saw significant decline as circ...

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 2028 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 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:

Laundry Care in North Macedonia  
Euromonitor International  
February 2024

### List Of Contents And Tables

#### LAUNDRY CARE IN NORTH MACEDONIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Value sales soar as volume stagnates in 2023

Consumers shift towards compact variants

New product launches continue apace as Procter & Gamble maintains leadership

##### PROSPECTS AND OPPORTUNITIES

Volume sales to rise as current value sales will slow down

Liquid tablet detergents will drive overall growth thanks to new product launches

Persistent decline forecast for bar and hand wash detergents

##### CATEGORY INDICATORS

Table 1 Household Possession of Washing Machines 2018-2023

##### CATEGORY DATA

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

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

Table 4 Sales of Laundry Aids by Category: Value 2018-2023

Table 5 Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 6 Sales of Laundry Detergents by Category: Value 2018-2023

Table 7 Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 8 NBO Company Shares of Laundry Care: % Value 2019-2023

Table 9 LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 10 □NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 11 □LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 12 □NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 13 □LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 14 □Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 15 □Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

#### HOME CARE IN NORTH MACEDONIA

##### EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

##### MARKET INDICATORS

Table 16 Households 2018-2023

##### MARKET DATA

Table 17 Sales of Home Care by Category: Value 2018-2023

Table 18 Sales of Home Care by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Home Care: % Value 2019-2023

**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 20 LBN Brand Shares of Home Care: % Value 2020-2023

Table 21 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 22 Distribution of Home Care by Format: % Value 2018-2023

Table 23 Distribution of Home Care by Format and Category: % Value 2023

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

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

DISCLAIMER

SOURCES

Summary 1 Research Sources

**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)

## Laundry Care in North Macedonia

Market Direction | 2024-02-22 | 21 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	<input type="text" value="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