

## **Laundry Care in the Czech Republic**

Market Direction | 2024-02-21 | 24 pages | Euromonitor

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### **Report description:**

?Retail value sales recorded double-digit growth in 2023, driven by rising price points in line with inflation. However, while value sales were strong, retail volume sales struggled, leading to an overall volume decline in laundry care. Declines were noted in fine fabric detergents, spot and stain removers, bar detergents and carpet cleaners as consumers cut down on goods they consider to be unessential. However, positive retail volume growth was noted in other laundry aids and liquid fabric sof...

Euromonitor International's Laundry Care in Czech Republic 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.

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## Table of Contents:

Laundry Care in the Czech Republic  
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List Of Contents And Tables

### LAUNDRY CARE IN THE CZECH REPUBLIC

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Retail volume sales struggle, however, liquid tablet detergents record positive growth

Standard powder detergents record the strongest decline, offering a narrow choice

Product innovations offer sustainable attributes, appealing to eco-conscious consumers

#### PROSPECTS AND OPPORTUNITIES

Convenience, sustainability and innovative scents drive growth in liquid tablet detergents

Discounters expand, increasing share while supermarkets and hypermarkets decline

Carpet cleaners decline as the popularity of laminate floors increases

#### 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 Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2018-2023

Table 9 NBO Company Shares of Laundry Care: % Value 2019-2023

Table 10 □LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 11 □NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 12 □LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 13 □NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 14 □LBN Brand Shares of Laundry Detergents: % Value 2020-2023

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

Table 16 □Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

### HOME CARE IN THE CZECH REPUBLIC

#### EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

#### MARKET INDICATORS

Table 17 Households 2018-2023

#### MARKET DATA

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

Table 19 Sales of Home Care by Category: % Value Growth 2018-2023

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Table 20 NBO Company Shares of Home Care: % Value 2019-2023  
Table 21 LBN Brand Shares of Home Care: % Value 2020-2023  
Table 22 Penetration of Private Label in Home Care by Category: % Value 2018-2023  
Table 23 Distribution of Home Care by Format: % Value 2018-2023  
Table 24 Distribution of Home Care by Format and Category: % Value 2023  
Table 25 Forecast Sales of Home Care by Category: Value 2023-2028  
Table 26 □Forecast Sales of Home Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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