

## **Toilet Care in Croatia**

Market Direction | 2024-02-22 | 14 pages | Euromonitor

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### **Report description:**

With waning concerns about COVID-19 and the resumption of busy work and social activities, consumers increasingly opted for toilet care products that provide convenience rather than efficacy in 2023. This is in line with a more general trend of seeking products that reduce the time and effort spent on household chores. Rim liquids consequently recorded the strongest volume growth in 2023, with the category further benefiting from manufacturers introducing new fragrances and more environmentally...

Euromonitor International's Toilet 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: In-Cistern Devices, ITBs, Toilet Care Tablets/Powders, Toilet Cleaning Systems, Toilet Liquids/Foam.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Toilet 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:**

Toilet Care in Croatia  
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List Of Contents And Tables

### **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 1 Sales of Toilet Care by Category: Value 2018-2023

Table 2 Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Toilet Care: % Value 2019-2023

Table 4 LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 5 Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 6 Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

### **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 7 Households 2018-2023

#### **MARKET DATA**

Table 8 Sales of Home Care by Category: Value 2018-2023

Table 9 Sales of Home Care by Category: % Value Growth 2018-2023

Table 10 NBO Company Shares of Home Care: % Value 2019-2023

Table 11 LBN Brand Shares of Home Care: % Value 2020-2023

Table 12 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 13 Distribution of Home Care by Format: % Value 2018-2023

Table 14 Distribution of Home Care by Format and Category: % Value 2023

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

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

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

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