

Toilet Care in North Macedonia

Market Direction | 2024-02-22 | 16 pages | Euromonitor

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Report description:

Toilet care saw modest retail volume growth in 2023 against a backdrop of stable consumer demand. Due to the significantly rising unit prices and the impact of inflation, toilet care also posted robust double-digit current value growth. Innovation and premiumisation were the key drivers of overall category growth throughout the review period, while sales through the e-commerce distribution channel continued to rise rapidly and contributed to product diversification and broader brand offerings in...

Euromonitor International's Toilet 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: 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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reliable information resources to help drive informed strategic planning.

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In-cistern devices drives growth

Private label player expands through range of new launches, while The Bolton Group retains overall leadership

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