

Toilet Care in Slovakia

Market Direction | 2024-02-23 | 17 pages | Euromonitor

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Report description:

Toilet care is seeing flat volume sales, while value growth is supported by the price hikes which have affected categories across home care. While Bref (Henkel Slovensko spol sro) holds just under half of all brand shares in toilet care, followed by Domestos (Unilever Slovensko spol sro) in second place, being the only other brand with a double-digit share, we also note the presence of private label in toilet care (Kaufland, Lidl, Tesco, Denkmit), which enables budget-conscious consumers to trad...

Euromonitor International's Toilet Care in Slovakia 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Flat volume growth noted, with big name and private label options for consumers to choose from

Rim blocks continue to attract the attention of consumers over in-cistern devices

Toilet care gets the "green" treatment with eco-friendly brands on the rise

PROSPECTS AND OPPORTUNITIES

An overall sluggish performance expected, with rim blocks remaining the rising star

In-cistern devices will continue to lose out, with competition polarised between Toilet Duck and private label

Private label players will need to innovate to maintain their popularity as consumers regain their spending power

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