

Home Care in North Macedonia

Market Direction | 2025-02-13 | 54 pages | Euromonitor

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Report description:

Home care in North Macedonia saw retail volume sales rebound into positive territory in 2024 following two consecutive years of decline. The turnaround was driven by improvements in confidence and purchasing power among consumers as the recent inflationary surge fuelled by the global recovery from COVID-19 and Russia's invasion of Ukraine receded. Current value growth was slower than in 2023 due to the easing of pricing pressures, though with inflation remaining elevated and more favourable macr...

Euromonitor International's Home 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 2029 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

Why buy this report?

- * Get a detailed picture of the Home 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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