

## **Home Care in Poland**

Market Direction | 2025-02-06 | 65 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2675.00
- Multiple User License (1 Site) €5350.00
- Multiple User License (Global) €8025.00

### **Report description:**

Home care saw significant current value growth in Poland in 2024, with volume sales also rising. The local home care market continues to adapt to evolving consumer needs and economic pressures. In 2024, price adjustments slowed with inflation moderating compared to the previous year, though price sensitive purchasing behaviour remained prevalent. Eco-friendly product lines and private labels continued to gain momentum, supported by increased consumer awareness of sustainability and cost consider...

Euromonitor International's Home Care in Poland 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.

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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Home Care in Poland  
Euromonitor International  
February 2025

List Of Contents And Tables

### **HOME CARE IN POLAND**

#### **EXECUTIVE SUMMARY**

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

#### **MARKET INDICATORS**

Table 1 Households 2019-2024

#### **MARKET DATA**

Table 2 Sales of Home Care by Category: Value 2019-2024

Table 3 Sales of Home Care by Category: % Value Growth 2019-2024

Table 4 NBO Company Shares of Home Care: % Value 2020-2024

Table 5 LBN Brand Shares of Home Care: % Value 2021-2024

Table 6 Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 7 Distribution of Home Care by Format: % Value 2019-2024

Table 8 Distribution of Home Care by Format and Category: % Value 2024

Table 9 Forecast Sales of Home Care by Category: Value 2024-2029

Table 10 □Forecast Sales of Home Care by Category: % Value Growth 2024-2029

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

### **LAUNDRY CARE IN POLAND**

#### **KEY DATA FINDINGS**

#### **2024 DEVELOPMENTS**

Consumers look for value for money

Growing focus on sustainability

Henkel Polska retains lead, while discounters consolidate position in market

#### **PROSPECTS AND OPPORTUNITIES**

Concentrated products to see further strong growth

Further development of e-commerce

Sustainability concerns to exert growing influence on innovation

#### **CATEGORY INDICATORS**

Table 11 Household Possession of Washing Machines 2019-2024

#### **CATEGORY DATA**

Table 12 Sales of Laundry Care by Category: Value 2019-2024

Table 13 Sales of Laundry Care by Category: % Value Growth 2019-2024

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 14 Sales of Laundry Aids by Category: Value 2019-2024

Table 15 Sales of Laundry Aids by Category: % Value Growth 2019-2024

Table 16 Sales of Laundry Detergents by Category: Value 2019-2024

Table 17 Sales of Laundry Detergents by Category: % Value Growth 2019-2024

Table 18 Sales of In-Wash Spot and Stain Removers by Type: % Value Breakdown 2019-2024

Table 19 NBO Company Shares of Laundry Care: % Value 2020-2024

Table 20 LBN Brand Shares of Laundry Care: % Value 2021-2024

Table 21 NBO Company Shares of Laundry Aids: % Value 2020-2024

Table 22 LBN Brand Shares of Laundry Aids: % Value 2021-2024

Table 23 NBO Company Shares of Laundry Detergents: % Value 2020-2024

Table 24 LBN Brand Shares of Laundry Detergents: % Value 2021-2024

Table 25 Forecast Sales of Laundry Care by Category: Value 2024-2029

Table 26 Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

## DISHWASHING IN POLAND

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

- Deepening penetration of dishwashers driving demand
- Ongoing demand for hand dishwashing products
- Discounters and health and beauty specialists gain share

#### PROSPECTS AND OPPORTUNITIES

- Increasing emphasis on sustainability
- Partnerships between detergent and dishwasher brands
- New product development to spur value growth

#### CATEGORY INDICATORS

Table 27 Household Possession of Dishwashers 2019-2024

#### CATEGORY DATA

Table 28 Sales of Dishwashing by Category: Value 2019-2024

Table 29 Sales of Dishwashing by Category: % Value Growth 2019-2024

Table 30 NBO Company Shares of Dishwashing: % Value 2020-2024

Table 31 LBN Brand Shares of Dishwashing: % Value 2021-2024

Table 32 Forecast Sales of Dishwashing by Category: Value 2024-2029

Table 33 Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

## SURFACE CARE IN POLAND

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

- Product innovation fuels growth
  - Consumers look for efficacy and value for money
  - Expanding product portfolios
- #### PROSPECTS AND OPPORTUNITIES
- Sustainability concerns to exert growing influence
  - E-commerce and discounters meeting evolving consumer needs
  - Smart technology to offer opportunities

#### CATEGORY DATA

Table 34 Sales of Surface Care by Category: Value 2019-2024

Table 35 Sales of Surface Care by Category: % Value Growth 2019-2024

Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024

Table 37 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 38 NBO Company Shares of Surface Care: % Value 2020-2024

Table 39 LBN Brand Shares of Surface Care: % Value 2021-2024

Table 40 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2024

Table 41 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2021-2024

Table 42 Forecast Sales of Surface Care by Category: Value 2024-2029

Table 43 □Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

#### BLEACH IN POLAND

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Further decline

Consumers looking for safer and more convenient alternatives

Procter & Gamble leads, while discounters remains largest distribution channel

##### PROSPECTS AND OPPORTUNITIES

Manufacturers may look to revive interest through improved formulations

Private label set to gain share

Health and sustainability concerns to drive down sales

##### CATEGORY DATA

Table 44 Sales of Bleach: Value 2019-2024

Table 45 Sales of Bleach: % Value Growth 2019-2024

Table 46 NBO Company Shares of Bleach: % Value 2020-2024

Table 47 LBN Brand Shares of Bleach: % Value 2021-2024

Table 48 Forecast Sales of Bleach: Value 2024-2029

Table 49 Forecast Sales of Bleach: % Value Growth 2024-2029

#### TOILET CARE IN POLAND

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

New product development supports growth

Henkel Polska stays out in front

Discounters is the leading distribution channel

##### PROSPECTS AND OPPORTUNITIES

New product development to play role in driving growth

Manufacturers to target increasingly eco-conscious consumer demand

Discounters expansion to support rise of private label segment

##### CATEGORY DATA

Table 50 Sales of Toilet Care by Category: Value 2019-2024

Table 51 Sales of Toilet Care by Category: % Value Growth 2019-2024

Table 52 NBO Company Shares of Toilet Care: % Value 2020-2024

Table 53 LBN Brand Shares of Toilet Care: % Value 2021-2024

Table 54 Forecast Sales of Toilet Care by Category: Value 2024-2029

Table 55 Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

#### POLISHES IN POLAND

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Slight growth amidst ongoing challenges

Growing influence of sustainability

SC Johnson remains the largest player

##### PROSPECTS AND OPPORTUNITIES

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Growth ahead, with shoe polish set to recover  
Innovation likely to play role in category development  
E-commerce set to see continued development

#### CATEGORY DATA

Table 56 Sales of Polishes by Category: Value 2019-2024  
Table 57 Sales of Polishes by Category: % Value Growth 2019-2024  
Table 58 NBO Company Shares of Polishes: % Value 2020-2024  
Table 59 LBN Brand Shares of Polishes: % Value 2021-2024  
Table 60 Forecast Sales of Polishes by Category: Value 2024-2029  
Table 61 Forecast Sales of Polishes by Category: % Value Growth 2024-2029

#### AIR CARE IN POLAND

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Fragrance is a priority for Polish consumers  
Expanding availability of diffusers  
Yankee Candle remains significant despite share erosion

##### PROSPECTS AND OPPORTUNITIES

Olfactory and visual aesthetics a primary focus of consumer demand  
Consumers set to look for natural ingredients and sustainable packaging  
Higher-end retailers promoting air care products

#### CATEGORY DATA

Table 62 Sales of Air Care by Category: Value 2019-2024  
Table 63 Sales of Air Care by Category: % Value Growth 2019-2024  
Table 64 Sales of Air Care by Fragrance: Value Ranking 2022-2024  
Table 65 NBO Company Shares of Air Care: % Value 2020-2024  
Table 66 LBN Brand Shares of Air Care: % Value 2021-2024  
Table 67 Forecast Sales of Air Care by Category: Value 2024-2029  
Table 68 Forecast Sales of Air Care by Category: % Value Growth 2024-2029

#### HOME INSECTICIDES IN POLAND

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Prolonged periods of warm weather influence demand  
Focus on innovation  
Preference for prevention and convenience

##### PROSPECTS AND OPPORTUNITIES

Climate change to affect demand  
Private label expected to develop a stronger presence  
Opportunities for natural products and repellents

#### CATEGORY DATA

Table 69 Sales of Home Insecticides by Category: Value 2019-2024  
Table 70 Sales of Home Insecticides by Category: % Value Growth 2019-2024  
Table 71 Sales of Spray/Aerosol Insecticides by Type: % Value 2019-2024  
Table 72 NBO Company Shares of Home Insecticides: % Value 2020-2024  
Table 73 LBN Brand Shares of Home Insecticides: % Value 2021-2024  
Table 74 Forecast Sales of Home Insecticides by Category: Value 2024-2029  
Table 75 Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Home Care in Poland

Market Direction | 2025-02-06 | 65 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to [support@scotts-international.com](mailto:support@scotts-international.com)

### ORDER FORM:

Select license	License	Price
	Single User Licence	€2675.00
	Multiple User License (1 Site)	€5350.00
	Multiple User License (Global)	€8025.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact [support@scotts-international.com](mailto:support@scotts-international.com) or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-09"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)