

Laundry Care in North Macedonia

Market Direction | 2025-02-13 | 21 pages | Euromonitor

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Report description:

Laundry care in North Macedonia experienced a moderate slowdown in current value growth in 2024 as the recent spike in inflation fuelled by the global recovery from the pandemic and Russia's invasion of Ukraine steadily receded. Nonetheless, with unit prices remaining on an upward trajectory, the category still expanded at an impressive pace overall in this respect. It also saw retail volume sales return to positive territory following two consecutive years of decline as the easing of cost-of-li...

Euromonitor International's Laundry 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: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

Why buy this report?

- * Get a detailed picture of the Laundry 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 reliable information resources to help drive informed strategic planning.

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Concentrated liquid detergents posts strongest growth in volume and value terms

Local and regional players to the fore when it comes to new launches

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