

Laundry Care in Slovenia

Market Direction | 2025-02-10 | 22 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

Liquid fabric softeners represented the fastest-growing segment within laundry care in Slovenia in 2024, driven by ongoing innovation. Consumer expectations now encompass enhanced softening capabilities, effectiveness at low water temperatures, and fresh, long-lasting fragrances that elevate the laundry experience. At the same time, eco-friendly formulations are gaining significant traction as more environmentally conscious individuals seek sustainable solutions...

Euromonitor International's Laundry Care in Slovenia 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Laundry Care in Slovenia
Euromonitor International
February 2025

List Of Contents And Tables

LAUNDRY CARE IN SLOVENIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Liquid fabric softeners lead growth in laundry care

Concentrated and compact offerings drive sales

Shift towards eco-friendly formulations

PROSPECTS AND OPPORTUNITIES

Private label to gain traction

Growing demand for eco-friendly laundry care products

E-commerce will reach more consumers

CATEGORY INDICATORS

Table 1 Household Possession of Washing Machines 2019-2024

CATEGORY DATA

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

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

Table 4 Sales of Laundry Aids by Category: Value 2019-2024

Table 5 Sales of Laundry Aids by Category: % Value Growth 2019-2024

Table 6 Sales of Laundry Detergents by Category: Value 2019-2024

Table 7 Sales of Laundry Detergents by Category: % Value Growth 2019-2024

Table 8 NBO Company Shares of Laundry Care: % Value 2020-2024

Table 9 LBN Brand Shares of Laundry Care: % Value 2021-2024

Table 10 □NBO Company Shares of Laundry Aids: % Value 2020-2024

Table 11 □LBN Brand Shares of Laundry Aids: % Value 2021-2024

Table 12 □NBO Company Shares of Laundry Detergents: % Value 2020-2024

Table 13 □LBN Brand Shares of Laundry Detergents: % Value 2021-2024

Table 14 □Forecast Sales of Laundry Care by Category: Value 2024-2029

Table 15 □Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

HOME CARE IN SLOVENIA

EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 16 Households 2019-2024

MARKET DATA

Table 17 Sales of Home Care by Category: Value 2019-2024

Table 18 Sales of Home Care by Category: % Value Growth 2019-2024

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

Table 21 Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 22 Distribution of Home Care by Format: % Value 2019-2024

Table 23 Distribution of Home Care by Format and Category: % Value 2024

Table 24 Forecast Sales of Home Care by Category: Value 2024-2029

Table 25 □Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Laundry Care in Slovenia

Market Direction | 2025-02-10 | 22 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

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact 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="2025-05-10"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com