

Laundry Care in Slovakia

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers seek value-to-quality ratios and low dosage options

Bar formats continue to decline, while liquid tablets attract consumer attention due to convenience and easy dosage

Henkel maintains its lead thanks to offering a wide range of products and eco-friendly options

PROSPECTS AND OPPORTUNITIES

Laundry care looks set for brighter times as the economy recovers, with a focus on "green" products expected

Bar detergents will remain in a slump, despite manufacturers' aim to position this format as eco-friendly

Liquid fabric softeners will be supported back to positive growth by ongoing innovations

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DISCLAIMER

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