

Polishes in Croatia

February 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Sales benefit from tourism in 2023
- Popularity of laminate flooring and floor tiles impacts floor polish
- Rising product awareness and marketing efforts benefit metal polish

PROSPECTS AND OPPORTUNITIES

- Fashion trends and a lack of innovation hamper future growth
- Price sensitivity to drive sales of private label products, eroding SC Johnson's share
- Sales of shoe polish supported by increased manufacturer focus

CATEGORY DATA

- Table 1 - Sales of Polishes by Category: Value 2018-2023
- Table 2 - Sales of Polishes by Category: % Value Growth 2018-2023
- Table 3 - NBO Company Shares of Polishes: % Value 2019-2023
- Table 4 - LBN Brand Shares of Polishes: % Value 2020-2023
- Table 5 - Forecast Sales of Polishes by Category: Value 2023-2028
- Table 6 - Forecast Sales of Polishes by Category: % Value Growth 2023-2028

Home Care in Croatia - Industry Overview

EXECUTIVE SUMMARY

- Home care in 2023: The big picture
- 2023 key trends
- Competitive landscape
- Retailing developments
- What next for home care?

MARKET INDICATORS

- Table 7 - Households 2018-2023

MARKET DATA

- Table 8 - Sales of Home Care by Category: Value 2018-2023
- Table 9 - Sales of Home Care by Category: % Value Growth 2018-2023
- Table 10 - NBO Company Shares of Home Care: % Value 2019-2023
- Table 11 - LBN Brand Shares of Home Care: % Value 2020-2023
- Table 12 - Penetration of Private Label in Home Care by Category: % Value 2018-2023
- Table 13 - Distribution of Home Care by Format: % Value 2018-2023
- Table 14 - Distribution of Home Care by Format and Category: % Value 2023
- Table 15 - Forecast Sales of Home Care by Category: Value 2023-2028
- Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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