

# Laundry Care in Eastern Europe

April 2021

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Disappointing performances by Eastern Europe

Strong growth expected in Eastern Europe over the forecast period

Poland, Hungary, Romania and Ukraine add the most new retail value

Liquid tablet detergents growing throughout the region

Standard powder detergents continue to lose out to competing products

Liquid tablet detergents the main growth driver in laundry care

Modern grocery retailers lead retail distribution of laundry care

E-commerce makes significant share gains in 2020

### LEADING COMPANIES AND BRANDS

Laundry care a concentrated competitive landscape

Procter & Gamble and Henkel are strong leading players

Russia the main market for a number of Eastern Europe's top 10

No movement among the top four brands in 2020

### FORECAST PROJECTIONS

Positive growth rates in Russia will help drive the regional performance Liquid tablet detergents will be the main growth driver in 2020-2025 GDP growth expected despite COVID-19's economic impact

#### **COUNTRY SNAPSHOTS**

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Bosnia and Herzegovina: Competitive and Retail Landscape

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