Euromonitor International

Laundry Care in Croatia

April 2026

Table of Contents

Laundry Care in Croatia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Laundry Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Growth Is Driven by Premiumisation, Fabric Care Demand, and Changing Washing Habits

Evolving Laundry Care Formats Offer Consumers Greater Convenience, Efficiency, and Sustainable Choices

Chart 2 - Cloversoft'S 4-In-1 Refill Pack Illustrates Evolving Product Formats in Laundry Care

The Rise of Eco-Friendly Formats Shapes Innovation within Laundry Care

Chart 3 - Natulim Eco Laundry Sheets Offers a Sustainable Solution to Consumers

WHAT'S NEXT?

Sustainability and Rising Incomes Are Expected to Support Steady Growth

Laundry Detergents Will Lead Growth through Format Innovation and Convenience

Chart 4 - Ariel's Compact Pods Deliver Full-Cycle Performance in Minutes

Refill Models and Value-Driven Purchasing Are Set to Shape Buying Behaviour

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Saponia Dd Leads a Concentrated Market Shaped by Innovation and Rising Private Label Competition

Chart 7 - Analyst Insight for Laundry Care

Sustainability, Refill Models, and Value-Driven Strategies Will Shape the Competitive Landscape

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Dominate Sales Due to In-Store Experience and Promotions

Retail E-Commerce Grows Due to Convenience, Assortment and Digital Adoption

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Laundry Care

Chart 12 - Real GDP Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Laundry Care

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Home Care in Croatia - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Growth Is Supported by Convenience, Sustainability, and Multifunctionality
The Laundry Care Market Is Driven by Innovation, Convenience, and Premiumisation
Chart 19 - FAKS responds to the demand for convenience and multifunctionality
Private Label Products Gain Traction through Affordable Solutions
Chart 20 - Value Sales 2020-2030
Chart 21 - Volume Sales 2020-2030
Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Innovation Is Set to Focus on Sustainability and Convenience
Chart 23 - Plastic-Free and Biodegradable Solutions Gain Momentum in Croatia's Home Care Market
Laundry Care Is Set to Lead Sales, While Dishwashing Is Expected to Drive Growth
Digitalisation and Multifunctionality Will Shape the Future of Home Care
Chart 24 - Analyst Insight for Home Care
Chart 25 - Forecast Value Sales 2020-2030
Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain a Strong Presence through Innovation
Private Label Growth Is Driving the Evolution of Home Care in Croatia
Chart 27 - Functional efficiency and affordability drives growth
Chart 28 - Company Shares 2025
Chart 29 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Lead through Convenience and Promotions
Retail E-Commerce Gains Traction through Improved Logistics and Competitive Pricing
Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Home Care
Chart 32 - Real GDP Growth 2020-2030
Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Home Care
Chart 35 - Population 2020-2030
Chart 36 - Consumer Expenditure 2020-2030
Chart 37 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/laundry-care-in-croatia/report.