



Laundry Care in the Czech Republic

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rising Demand for Premium Products Drives Value Growth

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Rising Demand for Premium Products Drives Value Growth

Laundry Detergents Dominate Market Share

Sustainable Laundry Sheets Garner Consumer Interest

Chart 2 - Mother Earth Offers Eco-Friendly Laundry Sheets

Quick Wash Drive Innovation

Chart 3 - Coccolino Drives Quick Wash Trend

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Sustainability Set to Increase Cold Wash Popularity in Laundry Care

Laundry Detergents to Maintain Dominance with Convenience

Chart 7 - Analyst Insight for Laundry Care

Eco-Friendly Subscription Services Set to Create Brand Differentiation

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Henkel and Procter & Gamble Maintain Leading Positions

Henkel and Procter & Gamble Maintain Leading Positions

Great Factory Sweden Offers Innovative Laundry Detergent Sheets

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Grocery Retailers Dominate Laundry Care

Retail E-Commerce Offers Convenience for Bulky Products

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Laundry Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Laundry Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Stable Value Growth Driven by Laundry Care, Dishwashing and Air Care

Consumer Environmental and Health Focus Drives Sustainable Home Care Products

Chart 21 - Premiumisation Supported by New Products

New Product Development Supports Premiumisation

Private Label Expands with Eco-Friendly Alternatives and Large Product Sizes

Chart 22 - Private Label Expand with Eco-Friendly and XL Formats

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Laundry Care to Drive Growth in Home Care

Chart 26 - Analyst Insight for Home Care

Sustainability to Shape Consumer Choices

New Products Set to Drive Premiumisation

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Maintain Grip Despite Growing Competition

Reckitt Benckiser Sells Its Essential Home Division

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Retail Offline Dominates with Health and Beauty Specialists

Retail E-Commerce Continues to Drive Sales

Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Home Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Home Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - 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-the-czech-republic/report.