

# Surface Care in Slovakia

February 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Surface care sales supported by multi-purpose products and those which cannot be substituted  
Floor cleaners demonstrates an example of a negative trending category  
Consumers able to choose between global names, private label, and eco-friendly products

PROSPECTS AND OPPORTUNITIES

Ongoing sales supported by stable demand and expected innovations  
Trends in consumer kitchen appliances set to influence specialist product sales  
Furniture polish wipes will continue to appeal to consumers, thanks to offering convenience and efficiency

CATEGORY DATA

- Table 1 - Sales of Surface Care by Category: Value 2018-2023
- Table 2 - Sales of Surface Care by Category: % Value Growth 2018-2023
- Table 3 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023
- Table 4 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Surface Care: % Value 2019-2023
- Table 6 - LBN Brand Shares of Surface Care: % Value 2020-2023
- Table 7 - NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023
- Table 8 - LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023
- Table 9 - Forecast Sales of Surface Care by Category: Value 2023-2028
- Table 10 - Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

Home Care in Slovakia - 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 11 - Households 2018-2023

MARKET DATA

- Table 12 - Sales of Home Care by Category: Value 2018-2023
- Table 13 - Sales of Home Care by Category: % Value Growth 2018-2023
- Table 14 - NBO Company Shares of Home Care: % Value 2019-2023
- Table 15 - LBN Brand Shares of Home Care: % Value 2020-2023
- Table 16 - Penetration of Private Label in Home Care by Category: % Value 2018-2023
- Table 17 - Distribution of Home Care by Format: % Value 2018-2023
- Table 18 - Distribution of Home Care by Format and Category: % Value 2023
- Table 19 - Forecast Sales of Home Care by Category: Value 2023-2028
- Table 20 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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