

Toilet Care in Slovakia

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Toilet Care Summary

INDUSTRY PERFORMANCE

Henkel Slovensko Drives Sustainable and Effective Cleaning Solutions

Itb's Dominates Sales with Convenience and Efficacy

Sustainability Shapes Consumer Preferences and Product Innovation

Chart 1 - Henkel Slovensko Launches Bref Pronature Product Range for Wc Cleaning with Sustainability in Mind

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Drive Demand for Eco-Friendly and Convenient Products

In-Cistern Devices Lead Market Share with Convenience and Efficacy

Sustainability and Convenience Drive Business Growth

Chart 5 - Analyst Insight for Toilet Care

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever Slovensko Maintains Lead through Innovation and Sustainability

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Lead Distribution with Wide Assortment

Retail E-Commerce Gains Traction with Convenience and Price Transparency

Chart 10 - Retail Channels 2020-2025

PRODUCTS

Sustainability Drives Innovation with Eco-Friendly Products

In-Cistern Devices Lead with Convenience and Efficacy

Retail E-Commerce Gains Traction with Convenience

ECONOMIC CONTEXT

Chart 11 - Economic Context for Toilet Care

Chart 12 - Real GDP Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Toilet Care

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Slovakia - Industry Overview](#)

EXECUTIVE SUMMARY

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Slovak Home Care Market Shows Resilience Despite Economic Challenges

Laundry Care Drives Market Size with Steady Demand

Unilever and Madel Slovakia Lead Innovation in Product Formats and Sustainability

Chart 18 - Madel Slovakia Introduced Pullirapid Universal Bathroom Cleaner

Chart 19 - Value Sales 2020-2030

Chart 20 - Volume Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Drive Sustainability and Convenience in Home Care

Laundry Care Remains Dominant, Surface Care Shows Promise

Innovative Product Formats and Sustainability to Shape Industry

Chart 22 - Analyst Insight for Home Care

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Henkel Slovensko and Unilever Slovensko Drive Market Share

Chart 25 - Unilever Slovensko Launched Domestos Power Foam for Easy and Strong Toilet Cleaning

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Hypermarkets and Supermarkets Drive Offline Sales with Wide Product Assortment

Retail E-Commerce Emerges as Rapidly Growing Distribution Channel

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Home Care

Chart 30 - Real GDP Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Home Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - 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/toilet-care-in-slovakia/report.