

# Home Care in Slovakia

February 2024

Table of Contents

## Home Care in Slovakia

### EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

### MARKET INDICATORS

Table 1 - Households 2018-2023

### MARKET DATA

Table 2 - Sales of Home Care by Category: Value 2018-2023

Table 3 - Sales of Home Care by Category: % Value Growth 2018-2023

Table 4 - NBO Company Shares of Home Care: % Value 2019-2023

Table 5 - LBN Brand Shares of Home Care: % Value 2020-2023

Table 6 - Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 7 - Distribution of Home Care by Format: % Value 2018-2023

Table 8 - Distribution of Home Care by Format and Category: % Value 2023

Table 9 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 10 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Air Care in Slovakia

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Air care is performing quite well, thanks to healthy volume sales in liquid, electric, and candle air fresheners

Consumers' desire for home care ambiance fuels demand for air care

Selection of big names and private label present, while Power Air attracts attention with its luxury range for cars

### PROSPECTS AND OPPORTUNITIES

A positive performance ahead, driven by modern formats and appealing scents

Liquid air fresheners tipped as an area to watch for new brands and products

Luxury car air fresheners tipped to attract more attention as the economy improves

### CATEGORY DATA

Table 11 - Sales of Air Care by Category: Value 2018-2023

Table 12 - Sales of Air Care by Category: % Value Growth 2018-2023

Table 13 - Sales of Air Care by Fragrance: Value Ranking 2021-2023

Table 14 - NBO Company Shares of Air Care: % Value 2019-2023

Table 15 - LBN Brand Shares of Air Care: % Value 2020-2023

Table 16 - Forecast Sales of Air Care by Category: Value 2023-2028

Table 17 - Forecast Sales of Air Care by Category: % Value Growth 2023-2028

## Bleach in Slovakia

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Uninteresting category of bleach remains in a slump  
Ecover's eco-friendly laundry bleach continues to gain share  
Health and beauty specialists lose a marginal share to e-commerce

## PROSPECTS AND OPPORTUNITIES

Gloomy prospects for bleach ahead  
Activity from small unbranded players and eco-friendly developments possible  
Health and beauty specialists likely to decline in bleach, as such outlets focus on better-selling products

## CATEGORY DATA

Table 18 - Sales of Bleach: Value 2018-2023  
Table 19 - Sales of Bleach: % Value Growth 2018-2023  
Table 20 - NBO Company Shares of Bleach: % Value 2019-2023  
Table 21 - LBN Brand Shares of Bleach: % Value 2020-2023  
Table 22 - Forecast Sales of Bleach: Value 2023-2028  
Table 23 - Forecast Sales of Bleach: % Value Growth 2023-2028

## Dishwashing in Slovakia

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Automatic dishwashing is the winner, with consumers seeking a hybrid approach to their dishwashing chores  
Health and beauty specialists continue to attract consumers  
Henkel boosts its "green" credentials with eco-friendly developments in Somat Excellence

## PROSPECTS AND OPPORTUNITIES

An overall positive performance expected for dishwashing, albeit stronger in automatic variants  
Automatic dishwashing tablets set to offer the ultimate cleaning at the lowest dosage  
Innovation set to be the driving trend for dishwashing

## CATEGORY INDICATORS

Table 24 - Household Possession of Dishwashers 2017-2022

## CATEGORY DATA

Table 25 - Sales of Dishwashing by Category: Value 2018-2023  
Table 26 - Sales of Dishwashing by Category: % Value Growth 2018-2023  
Table 27 - NBO Company Shares of Dishwashing: % Value 2019-2023  
Table 28 - LBN Brand Shares of Dishwashing: % Value 2020-2023  
Table 29 - Forecast Sales of Dishwashing by Category: Value 2023-2028  
Table 30 - Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

## Home Insecticides in Slovakia

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

A positive overall performance, supported by electric insecticides and insecticide coils  
Electric insecticides is the area to watch for growth and developments  
Private label dm-Drogerie Markt benefits from the expansion of its Profissimo range

## PROSPECTS AND OPPORTUNITIES

A sluggish performance expected ahead for home insecticides as a whole  
Electric insecticides will maintain a positive performance in both volume and value terms

Spray/aerosol insecticides will remain in a negative slump due to environmental and health concerns

## CATEGORY DATA

Table 31 - Sales of Home Insecticides by Category: Value 2018-2023

Table 32 - Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 33 - Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023

Table 34 - NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 35 - LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 36 - Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 37 - Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

## Laundry Care in Slovakia

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers seek value-to-quality ratios and low dosage options

Bar formats continue to decline, while liquid tablets attract consumer attention due to convenience and easy dosage

Henkel maintains its lead thanks to offering a wide range of products and eco-friendly options

#### PROSPECTS AND OPPORTUNITIES

Laundry care looks set for brighter times as the economy recovers, with a focus on "green" products expected

Bar detergents will remain in a slump, despite manufacturers' aim to position this format as eco-friendly

Liquid fabric softeners will be supported back to positive growth by ongoing innovations

### CATEGORY INDICATORS

Table 38 - Household Possession of Washing Machines 2018-2023

## CATEGORY DATA

Table 39 - Sales of Laundry Care by Category: Value 2018-2023

Table 40 - Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 41 - Sales of Laundry Aids by Category: Value 2018-2023

Table 42 - Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 43 - Sales of Laundry Detergents by Category: Value 2018-2023

Table 44 - Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 45 - Sales of In-wash Spot and Stain Removers by Type: % Value Breakdown 2018-2023

Table 46 - NBO Company Shares of Laundry Care: % Value 2019-2023

Table 47 - LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 48 - NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 49 - LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 50 - NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 51 - LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 52 - Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 53 - Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

## Polishes in Slovakia

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Polishes is a generally uninteresting category, with little activity despite the large number of available brands

Shoe polish is the star category overall, achieving positive value and volume sales

E-commerce continues to carve out its distribution share

#### PROSPECTS AND OPPORTUNITIES

Overall negative performance expected due to low demand and little development  
Shoe polish set to be the saving grace, with developments and promotions expected  
Floor polish will slide into a further slump, while metal polish is set to limp ahead

## CATEGORY DATA

Table 54 - Sales of Polishes by Category: Value 2018-2023

Table 55 - Sales of Polishes by Category: % Value Growth 2018-2023

Table 56 - NBO Company Shares of Polishes: % Value 2019-2023

Table 57 - LBN Brand Shares of Polishes: % Value 2020-2023

Table 58 - Forecast Sales of Polishes by Category: Value 2023-2028

Table 59 - Forecast Sales of Polishes by Category: % Value Growth 2023-2028

## Surface Care in Slovakia

### 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 60 - Sales of Surface Care by Category: Value 2018-2023

Table 61 - Sales of Surface Care by Category: % Value Growth 2018-2023

Table 62 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 63 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 64 - NBO Company Shares of Surface Care: % Value 2019-2023

Table 65 - LBN Brand Shares of Surface Care: % Value 2020-2023

Table 66 - NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

Table 67 - LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

Table 68 - Forecast Sales of Surface Care by Category: Value 2023-2028

Table 69 - Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

## Toilet Care in Slovakia

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flat volume growth noted, with big name and private label options for consumers to choose from  
Rim blocks continue to attract the attention of consumers over in-cistern devices  
Toilet care gets the "green" treatment with eco-friendly brands on the rise

### PROSPECTS AND OPPORTUNITIES

An overall sluggish performance expected, with rim blocks remaining the rising star  
In-cistern devices will continue to lose out, with competition polarised between Toilet Duck and private label  
Private label players will need to innovate to maintain their popularity as consumers regain their spending power

## CATEGORY DATA

Table 70 - Sales of Toilet Care by Category: Value 2018-2023

Table 71 - Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 72 - NBO Company Shares of Toilet Care: % Value 2019-2023

Table 73 - LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 74 - Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 75 - Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

## 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/home-care-in-slovakia/report](https://www.euromonitor.com/home-care-in-slovakia/report).