Home Care in North Macedonia

EXECUTIVE SUMMARY

Home care in 2022: The big picture
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Retailing developments
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DISCLAIMER

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Air Care in North Macedonia

KEY DATA FINDINGS

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The convenience trends lead to positive retail volume growth for air care
Private label remains negligible as consumers are loyal to their favourite brands
Leading player Reckitt Benckiser Group maintains its solid lead with Air Wick

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Bleach fails to appeal to younger generations, limiting sales
Few players compete within bleach as Alkaloid AD Skopje leads

**PROSPECTS AND OPPORTUNITIES**
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Cash-strapped consumers trade down to lower priced products

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SC Johnson & Son continues to dominate the home insecticides landscape

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Laundry Care in North Macedonia

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Changing consumer preferences impact bar detergents and carpet cleaners
Procter & Gamble Co retains its lead with Ariel, Bonux and Lenor

PROSPECTS AND OPPORTUNITIES
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Consumers preference global brands, with international players leading polishes

PROSPECTS AND OPPORTUNITIES
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KEY DATA FINDINGS

2022 DEVELOPMENTS

Players focus on eco-friendly products to boost growth in surface care
All-purpose cleaning wipes and scouring agents face retail volume declines
SC Johnson & Sons maintains its position as leading player

PROSPECTS AND OPPORTUNITIES

Surface care growth slows and scouring agents continue to decline
Consumers return to their normal cleaning routines, impacting sales
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Surface Care in North Macedonia

KEY DATA FINDINGS

2022 DEVELOPMENTS

Toilet care achieves strong retail value growth amidst rising unit prices
In-cistern devices continue to be the fastest growing toilet care product
The Bolton Group continues to lead toilet care thanks to the brand WC Net

PROSPECTS AND OPPORTUNITIES

Toilet care benefits from innovation and new product development
Significant marketing and advertising boosts retail volume sales
E-commerce continues to gather pace over the forecast period

CATEGORY DATA

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