

Toilet Care in Belarus

February 2022

Table of Contents

Toilet Care in Belarus - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Slowed growth as consumers return to their pre pandemic routines

The economising trend leads to downtrading to lower-priced brands and even bleach

Leading international players increase their value shares, using strong advertising and wide product availability to boost results

PROSPECTS AND OPPORTUNITIES

Growing urbanisation drives value sales while volume sales negatively impacted by economising

New product developments focus on convenience, ease of use and extended variety

International brands make tough competition due to their advertising efforts and discounts

CATEGORY DATA

Table 1 - Sales of Toilet Care by Category: Value 2016-2021

Table 2 - Sales of Toilet Care by Category: % Value Growth 2016-2021

Table 3 - NBO Company Shares of Toilet Care: % Value 2017-2021

Table 4 - LBN Brand Shares of Toilet Care: % Value 2018-2021

Table 5 - Forecast Sales of Toilet Care by Category: Value 2021-2026

Table 6 - Forecast Sales of Toilet Care by Category: % Value Growth 2021-2026

Home Care in Belarus - Industry Overview

EXECUTIVE SUMMARY

Home care in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 7 - Households 2016-2021

MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2016-2021

Table 9 - Sales of Home Care by Category: % Value Growth 2016-2021

Table 10 - NBO Company Shares of Home Care: % Value 2017-2021

Table 11 - LBN Brand Shares of Home Care: % Value 2018-2021

Table 12 - Penetration of Private Label in Home Care by Category: % Value 2016-2021

Table 13 - Distribution of Home Care by Format: % Value 2016-2021

Table 14 - Distribution of Home Care by Format and Category: % Value 2021

Table 15 - Forecast Sales of Home Care by Category: Value 2021-2026

Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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-belarus/report.