



Euromonitor
International

Home Care in Croatia

February 2025

Table of Contents

Home Care in Croatia

EXECUTIVE SUMMARY

Home care in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 1 - Households 2019-2024

MARKET DATA

Table 2 - Sales of Home Care by Category: Value 2019-2024
Table 3 - Sales of Home Care by Category: % Value Growth 2019-2024
Table 4 - NBO Company Shares of Home Care: % Value 2020-2024
Table 5 - LBN Brand Shares of Home Care: % Value 2021-2024
Table 6 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
Table 7 - Distribution of Home Care by Format: % Value 2019-2024
Table 8 - Distribution of Home Care by Format and Category: % Value 2024
Table 9 - Forecast Sales of Home Care by Category: Value 2024-2029
Table 10 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Air Care in Croatia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Automatic sprays deliver personalised fragrances and mood settings
Brands focus on aesthetics as well as functionality
New multi-functional combinations offered by brands

PROSPECTS AND OPPORTUNITIES

Retail e-commerce growth is promising
Cross-channel partnerships will raise the level of innovation
Wellness-oriented air care will expand

CATEGORY DATA

Table 11 - Sales of Air Care by Category: Value 2019-2024
Table 12 - Sales of Air Care by Category: % Value Growth 2019-2024
Table 13 - NBO Company Shares of Air Care: % Value 2020-2024
Table 14 - LBN Brand Shares of Air Care: % Value 2021-2024
Table 15 - Forecast Sales of Air Care by Category: Value 2024-2029
Table 16 - Forecast Sales of Air Care by Category: % Value Growth 2024-2029

Bleach in Croatia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Flat volume growth as bleach comes under scrutiny
Oxygen-based bleaches claim to be less harsh on the environment
Domestos has dominant position in bleach category

PROSPECTS AND OPPORTUNITIES

Bleach will face growing competition from disinfectants and other specialist cleaning products
Premiumisation is expected in bleach category
All-in-one bleach innovations provide growth opportunities

CATEGORY DATA

- Table 17 - Sales of Bleach: Value 2019-2024
- Table 18 - Sales of Bleach: % Value Growth 2019-2024
- Table 19 - NBO Company Shares of Bleach: % Value 2020-2024
- Table 20 - LBN Brand Shares of Bleach: % Value 2021-2024
- Table 21 - Forecast Sales of Bleach: Value 2024-2029
- Table 22 - Forecast Sales of Bleach: % Value Growth 2024-2029

Dishwashing in Croatia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising dishwasher use drives sales of automatic products
Growing demand for eco-friendly dishwashing at affordable prices
Concentrated and multi-use formats deliver on value and sustainability

PROSPECTS AND OPPORTUNITIES

Brands seek to revive family interest in hand dishwashing
E-commerce expansion is visible in dishwashing
Multi-pack bundles will remain a key feature in dishwashing

CATEGORY INDICATORS

- Table 23 - Household Possession of Dishwashers 2019-2024

CATEGORY DATA

- Table 24 - Sales of Dishwashing by Category: Value 2019-2024
- Table 25 - Sales of Dishwashing by Category: % Value Growth 2019-2024
- Table 26 - NBO Company Shares of Dishwashing: % Value 2020-2024
- Table 27 - LBN Brand Shares of Dishwashing: % Value 2021-2024
- Table 28 - Forecast Sales of Dishwashing by Category: Value 2024-2029
- Table 29 - Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

Home Insecticides in Croatia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Insecticides prove more versatile with multifunctional benefits
Electric insecticides enjoy buoyant performance
Natural and eco-friendly insecticides are in demand

PROSPECTS AND OPPORTUNITIES

Pet-friendly protection reflects desire for healthier options
Discreet and stylish solutions will stimulate value growth
Fragrances enhance the functionality of home insecticides

CATEGORY DATA

- Table 30 - Sales of Home Insecticides by Category: Value 2019-2024
- Table 31 - Sales of Home Insecticides by Category: % Value Growth 2019-2024
- Table 32 - NBO Company Shares of Home Insecticides: % Value 2020-2024
- Table 33 - LBN Brand Shares of Home Insecticides: % Value 2021-2024
- Table 34 - Forecast Sales of Home Insecticides by Category: Value 2024-2029
- Table 35 - Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

Laundry Care in Croatia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Larger packaging formats gain popularity
- Brands embrace promotional tie-ins with major sports events
- Sustainability is placed at heart of brand strategies

PROSPECTS AND OPPORTUNITIES

- Promotional sales will drive growth in laundry care
- Players will focus on ingredient transparency
- Refill stations are expected to gain importance

CATEGORY INDICATORS

- Table 36 - Household Possession of Washing Machines 2019-2024

CATEGORY DATA

- Table 37 - Sales of Laundry Care by Category: Value 2019-2024
- Table 38 - Sales of Laundry Care by Category: % Value Growth 2019-2024
- Table 39 - Sales of Laundry Aids by Category: Value 2019-2024
- Table 40 - Sales of Laundry Aids by Category: % Value Growth 2019-2024
- Table 41 - Sales of Laundry Detergents by Category: Value 2019-2024
- Table 42 - Sales of Laundry Detergents by Category: % Value Growth 2019-2024
- Table 43 - NBO Company Shares of Laundry Care: % Value 2020-2024
- Table 44 - LBN Brand Shares of Laundry Care: % Value 2021-2024
- Table 45 - NBO Company Shares of Laundry Aids: % Value 2020-2024
- Table 46 - LBN Brand Shares of Laundry Aids: % Value 2021-2024
- Table 47 - NBO Company Shares of Laundry Detergents: % Value 2020-2024
- Table 48 - LBN Brand Shares of Laundry Detergents: % Value 2021-2024
- Table 49 - Forecast Sales of Laundry Care by Category: Value 2024-2029
- Table 50 - Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

Polishes in Croatia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Surface polishes offer hygiene enhancements
- Wider distribution in electronics and DIY stores
- Footwear brands extend into shoe polishes

PROSPECTS AND OPPORTUNITIES

- Consumers will seek multi-tasking polishes
- Premiumisation trend to become more visible in polishes
- Furniture polishes will be stocked in mainstream retailers

CATEGORY DATA

- Table 51 - Sales of Polishes by Category: Value 2019-2024
- Table 52 - Sales of Polishes by Category: % Value Growth 2019-2024
- Table 53 - NBO Company Shares of Polishes: % Value 2020-2024
- Table 54 - LBN Brand Shares of Polishes: % Value 2021-2024
- Table 55 - Forecast Sales of Polishes by Category: Value 2024-2029
- Table 56 - Forecast Sales of Polishes by Category: % Value Growth 2024-2029

Surface Care in Croatia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Disposable surface care targets Croatia’s tourists
- Brands offer tools to guide consumers as product diversity expands
- Stronger emphasis on reducing plastic use

PROSPECTS AND OPPORTUNITIES

- Emergence of complementary products for robotic devices
- Lightweight cleaning formats can deliver value and convenience
- Stylish multi-use packaging is used to differentiate

CATEGORY DATA

- Table 57 - Sales of Surface Care by Category: Value 2019-2024
- Table 58 - Sales of Surface Care by Category: % Value Growth 2019-2024
- Table 59 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024
- Table 60 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024
- Table 61 - NBO Company Shares of Surface Care: % Value 2020-2024
- Table 62 - LBN Brand Shares of Surface Care: % Value 2021-2024
- Table 63 - Forecast Sales of Surface Care by Category: Value 2024-2029
- Table 64 - Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

Toilet Care in Croatia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Private label sales are growing well
- Expansion of design-driven toilet care solutions
- The Pink Stuff makes an entrance in toilet care

PROSPECTS AND OPPORTUNITIES

- Compact cleaning tablets have a bright outlook
- Greater diversity of scents and fragrances in toilet care
- International brands and domestic players both have a role to play in shaping toilet care

CATEGORY DATA

- Table 65 - Sales of Toilet Care by Category: Value 2019-2024
- Table 66 - Sales of Toilet Care by Category: % Value Growth 2019-2024
- Table 67 - NBO Company Shares of Toilet Care: % Value 2020-2024
- Table 68 - LBN Brand Shares of Toilet Care: % Value 2021-2024
- Table 69 - Forecast Sales of Toilet Care by Category: Value 2024-2029
- Table 70 - Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

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-croatia/report.