



Toilet Care in Slovakia

February 2025

Table of Contents

Toilet Care in Slovakia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Shift to effective, eco-aware options while in-cistern devices lose favour
Rim blocks enjoys effective, affordable and convenience image
Bref remains the leading brand but there is wide choice for budget-conscious consumers

PROSPECTS AND OPPORTUNITIES

Ecological and convenience aspects to the fore
Rim blocks to continue charge amid strong investment
Toilet liquids/foam to lose ground to more convenient, eco-facing ITBs

CATEGORY DATA

Table 1 - Sales of Toilet Care by Category: Value 2019-2024
Table 2 - Sales of Toilet Care by Category: % Value Growth 2019-2024
Table 3 - NBO Company Shares of Toilet Care: % Value 2020-2024
Table 4 - LBN Brand Shares of Toilet Care: % Value 2021-2024
Table 5 - Forecast Sales of Toilet Care by Category: Value 2024-2029
Table 6 - Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

Home Care in Slovakia - Industry Overview

EXECUTIVE SUMMARY

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

MARKET INDICATORS

Table 7 - Households 2019-2024

MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2019-2024
Table 9 - Sales of Home Care by Category: % Value Growth 2019-2024
Table 10 - NBO Company Shares of Home Care: % Value 2020-2024
Table 11 - LBN Brand Shares of Home Care: % Value 2021-2024
Table 12 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
Table 13 - Distribution of Home Care by Format: % Value 2019-2024
Table 14 - Distribution of Home Care by Format and Category: % Value 2024
Table 15 - Forecast Sales of Home Care by Category: Value 2024-2029
Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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