

Toilet Care in North Macedonia

February 2025

Table of Contents

Toilet Care in North Macedonia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Overall demand increases as purchasing power starts to recover

In-cistern devices is the fastest growing category in volume and value terms

Premiumisation trend clearly visible in new product development activity

PROSPECTS AND OPPORTUNITIES

Outlook for toilet care remains positive

Convenience factor will boost demand for in-cistern devices and ITBs

E-commerce will continue to gain importance as a distribution channel

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 North Macedonia - 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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