



Euromonitor
International

Surface Care in Poland

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Table of Contents

Surface Care in Poland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers seek affordable yet effective solutions in surface care

Convenience drives retail volume sales of all-purpose cleaning wipes and multi-purpose surface care

Consumers embrace local brands with sustainable attributes

PROSPECTS AND OPPORTUNITIES

Environmental concerns could threaten the future growth prospects for wipes

The rising focus on sustainability will shape product innovation

New product launches focus on scent and formulas for specific skin needs

CATEGORY DATA

Table 1 - Sales of Surface Care by Category: Value 2018-2023

Table 2 - Sales of Surface Care by Category: % Value Growth 2018-2023

Table 3 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 4 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Surface Care: % Value 2019-2023

Table 6 - LBN Brand Shares of Surface Care: % Value 2020-2023

Table 7 - NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

Table 8 - LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

Table 9 - Forecast Sales of Surface Care by Category: Value 2023-2028

Table 10 - Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

Home Care in Poland - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 11 - Households 2018-2023

MARKET DATA

Table 12 - Sales of Home Care by Category: Value 2018-2023

Table 13 - Sales of Home Care by Category: % Value Growth 2018-2023

Table 14 - NBO Company Shares of Home Care: % Value 2019-2023

Table 15 - LBN Brand Shares of Home Care: % Value 2020-2023

Table 16 - Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 17 - Distribution of Home Care by Format: % Value 2018-2023

Table 18 - Distribution of Home Care by Format and Category: % Value 2023

Table 19 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 20 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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