



# Home Care in Slovenia

April 2026

Table of Contents

## EXECUTIVE SUMMARY

2025 Developments

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Care

## INDUSTRY PERFORMANCE

Slovenian Home Care Market Shows Resilience with Sustainable Growth

Chart 2 - Organic People Debuts Eco Gel for White Clothes

Health and Wellness Shapes Purchasing as Frosch Launches Baby Hygiene Cleaner

Chart 3 - Frosch launches hypoallergenic, pH neutral surface cleaner

Mood-Boosting Ingredients Transform Cleaning into a Sensorial Experience

Chart 4 - Glade Launches Multi-Sensorial Diffuser

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

## WHAT'S NEXT?

Sustainability to Drive Innovation as Consumers Prioritise Eco-Friendly Products with Refill Systems

Health and Wellness to Reshape Home Care in Slovenia

Digital Transformation to Accelerate Online Growth

Chart 8 - Analyst Insight for Home Care

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Henkel and Orbico Maintain Leadership through Innovation

Reckitt'S Divestment Reshapes Competitive Dynamics

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

## CHANNELS

Supermarkets and Hypermarkets Lead Sales through Convenience

Retail E-Commerce Is Growing Rapidly with Increasing Consumer Demand

Chart 13 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 14 - Economic Context for Home Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 17 - Consumer Context for Home Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Air Care Summary

### KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Air Care

### INDUSTRY PERFORMANCE

Rising Disposable Incomes Drive Growth as Mood-Boosting Fragrances Accelerate

Chart 22 - Glade Launches Multi-Sensorial Diffuser with Essential Oils and Mood Lighting

Premiumisation Intensified as Pure Launched Sophisticated Lavender and Cedarwood Reed Diffuser

Chart 23 - Pure Launches Premium Lavender & Cedarwood Reed Diffuser

Private-Label and Dtc Brands Reshaped Competitive Landscape through Value Positioning

Chart 24 - Value Sales 2020-2030

Chart 25 - Volume Sales 2020-2030

Chart 26 - Value Sales by Category 2025

### WHAT'S NEXT?

Wellness Trend and Rising Disposable Incomes Set to Drive Forecast Growth as Consumers Prioritise Mood-Boosting Experiences

Chart 27 - Analyst Insight for Air Care

Premiumisation Anticipated to Intensify as Consumers Seek High-Quality Products Enhancing Home Ambience

Private-Label and Dtc's Are Expected to Maintain Growth through Balanced Affordability and Sophistication

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Reckitt Benckiser Strengthens Leadership through Innovation and Sustainability Focus

Strategic Divestment Reshapes Competitive Dynamics

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

### CHANNELS

Health and Beauty Specialists Drive Sales through Expert Advice

E-Commerce Gains Share through Convenience as Premiumisation Trends Reshape Retail Environment

Chart 32 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 33 - Economic Context for Air Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 36 - Consumer Context for Air Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

[Bleach in Slovenia](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Bleach Summary

## KEY INDUSTRY TRENDS

Chart 40 - Key Industry Trends for Bleach

## INDUSTRY PERFORMANCE

Stable Value Amid Falling Volumes

Sustainability Drives Innovation as Wc Net Launches Eco-Friendly Bottle

Chart 41 - WC Net Ocean launches Fresh Bleach Gel in Eco-Friendly Bottle

Chart 42 - Value Sales 2020-2030

Chart 43 - Volume Sales 2020-2030

## WHAT'S NEXT?

Eco-Conscious Consumers Projected to Drive Forecast Growth

Safety and Wellness Anticipated to Gain Prominence with Hypoallergenic, Low-Toxicity Formulations

Volume Challenges Requiring High-Value Differentiation and B2b Collaboration Strategies

Chart 44 - Forecast Value Sales 2020-2030

## COMPETITIVE LANDSCAPE

Prologistic Doo Maintains Lead with Stable Market Share

Chart 45 - Company Shares 2025

Chart 46 - Brand Shares 2025

## CHANNELS

Supermarkets and Hypermarkets Lead Bleach Sales through Convenience

Retail E-Commerce Gains Traction with Niche and Sustainable Products

Chart 47 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 48 - Economic Context for Bleach

Chart 49 - Real Gdp Growth 2020-2030

Chart 50 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 51 - Consumer Context for Bleach

Chart 52 - Population 2020-2030

Chart 53 - Consumer Expenditure 2020-2030

Chart 54 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Dishwashing in Slovenia](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Dishwashing Summary

## KEY INDUSTRY TRENDS

Chart 55 - Key Industry Trends for Dishwashing

## INDUSTRY PERFORMANCE

Rising Disposable Incomes Drive Growth as Sustainability Continues with Green Emotion Launch

Chart 56 - Green Emotion Launches Eco Friendly Lemon Dishwasher Tablets in Slovenia

Evolving Product Formats Accelerate as Consumers Favour Tablets and Pods over Traditional Liquids

Private Label Captures Share through Value Positioning as Spar Launches S-Budget Dishwasher Gel

Chart 57 - SPAR launches S-Budget Dishwasher Gel

Chart 58 - Value Sales 2020-2030

Chart 59 - Volume Sales 2020-2030

Chart 60 - Value Sales by Category 2025

## WHAT'S NEXT?

Sustainability and Rising Disposable Incomes Set to Drive Growth as Consumers Prioritise Eco-Friendly Solutions

Automatic Dishwashing Projected to Remain Best-Performing Category through Format Innovation

Chart 61 - Analyst Insight for Dishwashing

Private-Label and Dtc Disruption Anticipated to Intensify as Retailers Expand Value Offerings

Chart 62 - Forecast Value Sales 2020-2030

Chart 63 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Henkel Maintains Leadership Position as Private Label Expansion Intensifies Competition

Reckitt Benckiser'S Divestment to Reshape Market Dynamics

Chart 64 - Company Shares 2025

Chart 65 - Brand Shares 2025

## CHANNELS

Supermarkets Dominate as E-Commerce Gains Traction through Convenience and Competitive Pricing

Chart 66 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 67 - Economic Context for Dishwashing

Chart 68 - Real Gdp Growth 2020-2030

Chart 69 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 70 - Consumer Context for Dishwashing

Chart 71 - Population 2020-2030

Chart 72 - Consumer Expenditure 2020-2030

Chart 73 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Home Insecticides in Slovenia](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Home Insecticides Summary

### KEY INDUSTRY TRENDS

Chart 74 - Key Industry Trends of Home Insecticides

## INDUSTRY PERFORMANCE

Heightened Hygiene Awareness Drives Growth as Health and Wellness Prioritises Family-Safe Formulations

Ilirija Drives Eco-Friendly Innovation with Sustainable Products

Chart 75 - Ilirija Launches Sustainable Bio Kill Insecticide with Natural Ingredients

Chart 76 - Value Sales 2020-2030

Chart 77 - Volume Sales 2020-2030

Chart 78 - Value Sales by Category 2025

## WHAT'S NEXT?

Health and Wellness Projected to Remain Strong Influence as Families Prioritise Safety and Natural Ingredients  
Sustainable Products Balancing Effectiveness with Environmental Responsibility Projected to Drive Innovation  
Technological Advancements Projected to Redefine Efficacy and User Experience through Smart Solutions

Chart 79 - Forecast Value Sales 2020-2030

Chart 80 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Lomas Dominates with Eco-Friendly Innovation

Chart 81 - Company Shares 2025

Chart 82 - Brand Shares 2025

## CHANNELS

Supermarkets and Hypermarkets Maintain Leadership as E-Commerce Gains Traction with Eco-Friendly Offerings

Chart 83 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 84 - Economic Context for Home Insecticides

Chart 85 - Real Gdp Growth 2020-2030

Chart 86 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 87 - Consumer Context for Home Insecticides

Chart 88 - Population 2020-2030

Chart 89 - Consumer Expenditure 2020-2030

Chart 90 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Laundry Care in Slovenia](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Laundry Care Summary

### KEY INDUSTRY TRENDS

Chart 91 - Key Industry Trends for Laundry Care

## INDUSTRY PERFORMANCE

Rising Disposable Incomes and Multifunctionality Drove 4% Category Growth as Fabric Softeners Led Performance

Sustainability Continues as Defining Trend as Organic People Launches Biodegradable White Laundry Gel

Chart 92 - Organic People Debuts Eco Gel

Chart 93 - S-Budget Launches Affordable Lavender-Scented Laundry Detergent Private Label

Private Label Drives Market Dynamics through Value Positioning

Chart 94 - Value Sales 2020-2030

Chart 95 - Volume Sales 2020-2030

Chart 96 - Value Sales by Category 2025

## WHAT'S NEXT?

Sustainability Anticipated to Drive Future Demand as Consumers Favour Biodegradable Formulations and Refill Systems

Chart 97 - Analyst Insight for Laundry Care

Multifunctionality Set to Become Crucial as Laundry Detergents Remain Dominant Subcategory

Private Label and Dtc Disruption Anticipated to Reshape Competitive Landscape through Value Positioning and Digital Channels

Chart 98 - Forecast Value Sales 2020-2030

Chart 99 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Orbico Doo and Henkel Maintain Leadership Positions through Premiumisation and Sustainability Focus

Competition Intensifies with Private Label and New Entrants

Chart 100 - Company Shares 2025

Chart 101 - Brand Shares 2025

## CHANNELS

Supermarkets Lead While E-Commerce Gains Traction through Convenience and Digital Engagement

Chart 102 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 103 - Economic Context for Laundry Care

Chart 104 - Real Gdp Growth 2020-2030

Chart 105 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 106 - Consumer Context for Laundry Care

Chart 107 - Population 2020-2030

Chart 108 - Consumer Expenditure 2020-2030

Chart 109 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Polishes in Slovenia](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Polishes Summary

## KEY INDUSTRY TRENDS

Chart 110 - Key Industry Trends for Polishes

## INDUSTRY PERFORMANCE

Construction Activities and Furniture Consumption Drive

Multifunctionality Shapes Purchasing as Pronto Jasmin Combines Cleaning with Fresh Fragrance

Chart 111 - Pronto Jasmin Multifunctional Polish Spray launched in Slovenia

Chart 112 - Value Sales 2020-2030

Chart 113 - Volume Sales 2020-2030

Chart 114 - Value Sales by Category 2025

## WHAT'S NEXT?

Economic Dynamics Projected to Drive Growth

Multifunctionality Anticipated to Continue Shaping Purchasing

Sustainability Prioritisation to Require Green Innovation and Compliance with Stricter Eu Regulations

Chart 115 - Forecast Value Sales 2020-2030

Chart 116 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Lomas Doo Strengthens Lead through Multifunctional Innovation

Chart 117 - Company Shares 2025

Chart 118 - Brand Shares 2025

## CHANNELS

Health and Beauty Specialists Drive Premium Polish Sales  
Retail E-Commerce Gains Traction with Convenience and Variety  
Chart 119 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 120 - Economic Context for Polishes  
Chart 121 - Real Gdp Growth 2020-2030  
Chart 122 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 123 - Consumer Context for Polishes  
Chart 124 - Population 2020-2030  
Chart 125 - Consumer Expenditure 2020-2030  
Chart 126 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Surface Care in Slovenia](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Surface Care Summary

### KEY INDUSTRY TRENDS

Chart 127 - Key Industry Trends for Surface Care

## INDUSTRY PERFORMANCE

Stable Economic Environment Drives Growth as Private Label Expands  
Sustainability Emerges as Defining Trend as Organic People Launches White Tea-Based Glass Cleaner  
Chart 128 - Organic People Launches Fermented White Tea Based Glass Cleaner  
Health and Wellness Have Become a Deciding Factor as Frosch Launches Family-Safe Baby Hygiene Cleaner  
Chart 129 - Frosch Launches Hypoallergenic, PH-Neutral Baby Surface Cleaner  
Chart 130 - Value Sales 2020-2030  
Chart 131 - Volume Sales 2020-2030  
Chart 132 - Value Sales by Category 2025

## WHAT'S NEXT?

Sustainability Projected to Become Default Specification as Eco-Criteria Determine Listings  
Chart 133 - Analyst Insight for Surface Care  
Wellness and Safety Expected to Outrank Sensorial Claims  
Value Projected to Steer Choice toward Private Label as E-Commerce Intensifies Price Transparency  
Chart 134 - Forecast Value Sales 2020-2030  
Chart 135 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Colgate-Palmolive Leads as Private Label Gains Ground through Value Positioning  
Reckitt Divestment to Impact Competitive Landscape  
Chart 136 - Company Shares 2025  
Chart 137 - Brand Shares 2025

## CHANNELS

Supermarkets Maintain Lead Driven by Broad Assortments and Private Label Strength

E-Commerce Captures Growing Replenishment Occasions

Chart 138 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 139 - Economic Context for Surface Care

Chart 140 - Real Gdp Growth 2020-2030

Chart 141 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 142 - Consumer Context for Surface Care

Chart 143 - Population 2020-2030

Chart 144 - Consumer Expenditure 2020-2030

Chart 145 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Toilet Care in Slovenia](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Toilet Care Summary

### KEY INDUSTRY TRENDS

Chart 146 - Key Industry Trends for Toilet Care

## INDUSTRY PERFORMANCE

Stable Economic Environment Drives Growth as Sustainability Emerges

Chart 147 - Odori Launches Natural, Eco-Friendly WC Cleaner Driving Sustainability

Low-Flush Trend Drives Demand for Single-Flush Effectiveness

Chart 148 - Value Sales 2020-2030

Chart 149 - Volume Sales 2020-2030

Chart 150 - Value Sales by Category 2025

## WHAT'S NEXT?

Eco-Consciousness Projected to Become Key Decision Driver Requiring Sustainability Credentials

Health and Hygiene Concerns Alongside Private Label Growth Projected to Reshape Value Positioning

Chart 151 - Analyst Insight for Toilet Care

Technological Advancements Projected to Redefine Competitive Dynamics

Chart 152 - Forecast Value Sales 2020-2030

Chart 153 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Henkel Maintains Lead through Innovation and Sustainability

Reckitt Benckiser Divestiture to Reshape Competitive Dynamics

Chart 154 - Company Shares 2025

Chart 155 - Brand Shares 2025

## CHANNELS

Supermarkets and Hypermarkets Lead Toilet Care Sales

Retail E-Commerce Drives Growth with Convenience and Variety

Chart 156 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 157 - Economic Context for Toilet Care

Chart 158 - Real Gdp Growth 2020-2030

Chart 159 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 160 - Consumer Context for Toilet Care

Chart 161 - Population 2020-2030

Chart 162 - Consumer Expenditure 2020-2030

Chart 163 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### 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-slovenia/report](http://www.euromonitor.com/home-care-in-slovenia/report).