



Euromonitor
International

Home Care in North Macedonia

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

Manufacturers Continue Innovating to Align with EU Regulatory Standards

Laundry Care Dominates Home Care Sales, While Health and Wellness Trends Gain Traction

Chart 2 - Dettol Launches Bleach-Free Surface Cleaner Targeting Health-Conscious Macedonian Homes

Consumer Demand for Convenience and Sustainability Drives Product Innovation in Home Care

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Alignment with EU Sustainability Standards Set to Shape Future Growth in Home Care

Laundry Care Expected to Maintain Dominance, While Demand for Convenience Is Set to Drive Product Innovation

Increasing Demand for Health and Wellness Expected to Reshape Brand Transparency

Chart 6 - Analyst Insight for Home Care

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

The Procter & Gamble Co and Henkel Ag & Co Kga maintain leading positions

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Supermarkets remains the leading channel, driven by in-store promotions

Retail e-commerce emerges as fastest growing channel

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Home Care

Chart 13 - Real GDP Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Home Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2025 DEVELOPMENTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Air Care

INDUSTRY PERFORMANCE

Consumer Shift Towards Wellness-Focused Products Boosts Air Care Sales

Chart 20 - Avaks Launches Wellness-Inspired Air Fresheners for Everyday Use in North Macedonia

Spray/Aerosol Air Fresheners Exhibit Dynamic Growth, Driven by Mood-Boosting Ingredients

Demand for Sustainable Practices Drives Innovation in Air Care

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Sustainability Expected to Drive Growth in Air Care through Eco-Friendly Innovations

Wellness-Focused Fragrances Set to Gain Traction

Smart Air Care Devices Anticipated to Emerge as a Key Opportunity

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Dominance through Strong Brand Presence

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Supermarkets Leads Air Care Sales through Wide Product Variety

Retail E-Commerce Emerges as Fastest Growing Channel with Urban Appeal

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Air Care

Chart 30 - Real GDP Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Air Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bleach in North Macedonia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bleach Summary

KEY INDUSTRY TRENDS

Chart 36 - Key Industry Trends for Bleach

INDUSTRY PERFORMANCE

Bleach Growth Remains Stable Due to Consumer Health Concerns

Unilever's Innovation in Wellness-Focused Products Fuels Market Adaptation

Chart 37 - Unilever Launches Domestos Bleach Foam in North Macedonia with Low-Chlorine, Health-Focused Formula

Chart 38 - Value Sales 2020-2030

Chart 39 - Volume Sales 2020-2030

WHAT'S NEXT?

Health Concerns Expected to Slow Growth in Bleach Sales

EU Regulations Expected to Continue to Drive Brands Towards Improved Transparency and Sustainable Innovation

Competitive Landscape Anticipated to Remain Highly Concentrated

Chart 40 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Top Players Maintain Dominance through Established Networks

Chart 41 - Company Shares 2025

Chart 42 - Brand Shares 2025

CHANNELS

Supermarkets Drive Traditional Retail Sales

Retail E-Commerce Remains Insignificant in Bleach, but Is Set to Gain Traction

Chart 43 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 44 - Economic Context for Bleach

Chart 45 - Real GDP Growth 2020-2030

Chart 46 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 47 - Consumer Context for Bleach

Chart 48 - Population 2020-2030

Chart 49 - Consumer Expenditure 2020-2030

Chart 50 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Dishwashing in North Macedonia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Dishwashing Summary

KEY INDUSTRY TRENDS

Chart 51 - Key Industry Trends for Dishwashing

INDUSTRY PERFORMANCE

Rising Energy Costs and Environmental Awareness Drive Growth

Chart 52 - Finish Launches Cold-Wash Compatible Tablets in North Macedonia Retail Chains

Hand Dishwashing Dominates but Automatic Dishwashing Gains

Innovation Focuses on Sustainability and Energy Efficiency

Chart 53 - Reckitt Benckiser Drives Format Innovation with Finish Quantum Tablets in North Macedonia

Chart 54 - Value Sales 2020-2030

Chart 55 - Volume Sales 2020-2030

Chart 56 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Drive Demand for Eco-Friendly Products

Automatic Dishwashing Set to Lead Future Growth with Premium Formats

Private Label Dishwashing Products Expected to Gain Traction

Chart 57 - Forecast Value Sales 2020-2030

Chart 58 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Maintain Grip through Innovation and Branding

Chart 59 - Company Shares 2025

Chart 60 - Brand Shares 2025

CHANNELS

Supermarkets Lead Dishwashing Sales through Convenience

Retail E-Commerce Continues to Gain Traction, Driven by Convenience and Product Variety

Chart 61 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 62 - Economic Context for Dishwashing

Chart 63 - Real GDP Growth 2020-2030

Chart 64 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 65 - Consumer Context for Dishwashing

Chart 66 - Population 2020-2030

Chart 67 - Consumer Expenditure 2020-2030

Chart 68 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Insecticides in North Macedonia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Insecticides Summary

KEY INDUSTRY TRENDS

Chart 69 - Key Industry Trends for Home Insecticides

INDUSTRY PERFORMANCE

Urbanisation and Regulatory Pressures Drive Sales Growth

Chart 70 - Bloom Launches Electric Liquid Refill for Mosquito Control in North Macedonia

Urban Pest Control Drives Innovation in Home Insecticides

Consumer Demand for Safer Pest Control Solutions Boosts Sales in Electric Insecticides

Chart 71 - Value Sales 2020-2030

Chart 72 - Volume Sales 2020-2030

Chart 73 - Value Sales by Category 2025

WHAT'S NEXT?

Eu Regulations Set to Reshape Product Innovation in Home Insecticides

Electric Insecticides Expected to Lead Growth with Safety and Convenience

E-Commerce Anticipated to Gain Traction in Home Insecticides

Chart 74 - Forecast Value Sales 2020-2030

Chart 75 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

SC Johnson & Son Inc and Atlantic Grupa Dd Maintain Leading Positions

Chart 76 - Company Shares 2025

Chart 77 - Brand Shares 2025

CHANNELS

Supermarkets Lead Sales Due to Familiarity and Immediate Access

Retail E-Commerce Gains Share with Convenience and Variety

Chart 78 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 79 - Economic Context for Home Insecticides

Chart 80 - Real GDP Growth 2020-2030

Chart 81 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 82 - Consumer Context for Home Insecticides

Chart 83 - Population 2020-2030

Chart 84 - Consumer Expenditure 2020-2030

Chart 85 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Laundry Care in North Macedonia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Laundry Care Summary

KEY INDUSTRY TRENDS

Chart 86 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Sustainability Trends Boost Laundry Care Sales

Consumer Preference for Cold-Wash Solutions Drive Innovation

Chart 87 - Cold-Wash Detergents Gain Traction as Energy-Saving Laundry Solutions in North Macedonia

Evolving Product Formats Shape Consumer Preferences

Chart 88 - Concentrated Detergents and Refill Formats Reshape Laundry Care in North Macedonia

Chart 89 - Value Sales 2020-2030

Chart 90 - Volume Sales 2020-2030

Chart 91 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Anticipated to Drive Demand for Eco-Friendly and Convenient Laundry Solutions

Laundry Detergents Set to Remain Largest Category Due to Convenience and Cost-Efficiency

Affordability Expected to Shape Future Performance of Laundry Care

Chart 92 - Forecast Value Sales 2020-2030

Chart 93 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

The Procter & Gamble Co and Henkel Ag & Co Kгаа Maintain Leading Positions

Chart 94 - Company Shares 2025

Chart 95 - Brand Shares 2025

CHANNELS

Grocery Retailers Dominates Laundry Care Sales

Retail E-Commerce Gains Traction with Niche Products

Chart 96 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 97 - Economic Context for Laundry Care

Chart 98 - Real GDP Growth 2020-2030

Chart 99 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 100 - Consumer Context for Laundry Care

Chart 101 - Population 2020-2030

Chart 102 - Consumer Expenditure 2020-2030

Chart 103 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Polishes in North Macedonia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Polishes Summary

KEY INDUSTRY TRENDS

Chart 104 - Key Industry Trends for Polishes

INDUSTRY PERFORMANCE

Evolving Consumer Preferences and Urbanisation Increase Demand for Multifunctional and Sustainable Products

Regulatory Pressures Drive Brands to Adopt Sustainable Practices

Chart 105 - Alkaloid Ad Skopje Wins Ecovadis Medal, Advances Sustainable Polish Packaging

Chart 106 - Value Sales 2020-2030

Chart 107 - Volume Sales 2020-2030

Chart 108 - Value Sales by Category 2025

WHAT'S NEXT?

Value Growth Forecast to Slow Due to Economic Pressures

Consumers Anticipated to Continue Favouring Multifunctional and Sustainable Polishes

Manufacturers Expected to Continue Aligning to EU Sustainability Regulations

Chart 109 - Forecast Value Sales 2020-2030

Chart 110 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Maintain Lead through Brand Recognition

Chart 111 - Company Shares 2025

Chart 112 - Brand Shares 2025

CHANNELS

Supermarkets Lead Distribution Due to Convenience

Retail E-Commerce Grows as a Complementary Channel

Chart 113 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 114 - Economic Context for Polishes

Chart 115 - Real GDP Growth 2020-2030

Chart 116 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 117 - Consumer Context for Polishes

Chart 118 - Population 2020-2030

Chart 119 - Consumer Expenditure 2020-2030

Chart 120 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Surface Care in North Macedonia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Surface Care Summary

KEY INDUSTRY TRENDS

Chart 121 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Health and Wellness Trends Boost Sales in Surface Care

Chart 122 - Ajax Ploosh: Tablet-Based, Refillable Surface Cleaner Format

Consumer Demand for Convenience and Efficiency Drives Product Innovation

Sustainability Drives Innovation and Consumer Loyalty

Chart 123 - Pakomak Partners with Retailers to Promote Refillable and Recyclable Surface Care Packaging

Chart 124 - Value Sales 2020-2030

Chart 125 - Volume Sales 2020-2030

Chart 126 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Anticipated to Drive Demand for Sustainable Surface Care Solutions

E-Commerce Expected to Gain Traction

Premiumisation Set to Shape the Future of Surface Care

Chart 127 - Forecast Value Sales 2020-2030

Chart 128 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Companies Maintain Lead through Innovation and Regional Presence

Chart 129 - Company Shares 2025

Chart 130 - Brand Shares 2025

CHANNELS

Supermarkets Lead Surface Care Sales with Wide Assortments

Retail E-Commerce Gains Share with Convenience and Variety

Chart 131 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 132 - Economic Context for Surface Care

Chart 133 - Real GDP Growth 2020-2030

Chart 134 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 135 - Consumer Context for Surface Care

Chart 136 - Population 2020-2030

Chart 137 - Consumer Expenditure 2020-2030

Chart 138 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Toilet Care in North Macedonia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Toilet Care Summary

KEY INDUSTRY TRENDS

Chart 139 - Key Industry Trends for Toilet Care

INDUSTRY PERFORMANCE

Domestos Drives Growth with Innovative Product Formats

Chart 140 - Domestos Expands Toilet Care in North Macedonia with Power Duo Rim Blocks for Hands-Free Cleaning

Evolving Product Formats Drive Market Growth as In-Cistern Devices and Rim Blocks Gain Traction

Sustainability Gains Traction among Environmentally Conscious Consumers

Chart 141 - Value Sales 2020-2030

Chart 142 - Volume Sales 2020-2030

Chart 143 - Value Sales by Category 2025

WHAT'S NEXT?

Sustainability and Convenience Expected to Drive Growth in Toilet Care

In-Cistern Devices Anticipated to Lead Growth with Convenience and Innovation

Smart Solutions Expected to Reshape Toilet Care Landscape

Chart 144 - Forecast Value Sales 2020-2030

Chart 145 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

The Bolton Group and Henkel Ag & Co KgaA Drive Concentrated Toilet Care Market

Chart 146 - Company Shares 2025

Chart 147 - Brand Shares 2025

CHANNELS

Supermarkets Lead Toilet Care Sales

Retail E-Commerce Gains Traction in Toilet Care

Chart 148 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 149 - Economic Context for Toilet Care

Chart 150 - Real GDP Growth 2020-2030

Chart 151 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 152 - Consumer Context for Toilet Care

Chart 153 - Population 2020-2030

Chart 154 - Consumer Expenditure 2020-2030

Chart 155 - Population by Generation 2025

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-north-macedonia/report.