



# Home Care in Poland

February 2025

Table of Contents

Home Care in Poland

EXECUTIVE SUMMARY

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

MARKET INDICATORS

Table 1 - Households 2019-2024

MARKET DATA

Table 2 - Sales of Home Care by Category: Value 2019-2024  
Table 3 - Sales of Home Care by Category: % Value Growth 2019-2024  
Table 4 - NBO Company Shares of Home Care: % Value 2020-2024  
Table 5 - LBN Brand Shares of Home Care: % Value 2021-2024  
Table 6 - Penetration of Private Label in Home Care by Category: % Value 2019-2024  
Table 7 - Distribution of Home Care by Format: % Value 2019-2024  
Table 8 - Distribution of Home Care by Format and Category: % Value 2024  
Table 9 - Forecast Sales of Home Care by Category: Value 2024-2029  
Table 10 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Air Care in Poland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fragrance is a priority for Polish consumers  
Expanding availability of diffusers  
Yankee Candle remains significant despite share erosion

PROSPECTS AND OPPORTUNITIES

Olfactory and visual aesthetics a primary focus of consumer demand  
Consumers set to look for natural ingredients and sustainable packaging  
Higher-end retailers promoting air care products

CATEGORY DATA

Table 11 - Sales of Air Care by Category: Value 2019-2024  
Table 12 - Sales of Air Care by Category: % Value Growth 2019-2024  
Table 13 - Sales of Air Care by Fragrance: Value Ranking 2022-2024  
Table 14 - NBO Company Shares of Air Care: % Value 2020-2024  
Table 15 - LBN Brand Shares of Air Care: % Value 2021-2024  
Table 16 - Forecast Sales of Air Care by Category: Value 2024-2029  
Table 17 - Forecast Sales of Air Care by Category: % Value Growth 2024-2029

Bleach in Poland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Further decline  
Consumers looking for safer and more convenient alternatives  
Procter & Gamble leads, while discounters remains largest distribution channel

PROSPECTS AND OPPORTUNITIES

Manufacturers may look to revive interest through improved formulations  
Private label set to gain share  
Health and sustainability concerns to drive down sales

CATEGORY DATA

- Table 18 - Sales of Bleach: Value 2019-2024
- Table 19 - Sales of Bleach: % Value Growth 2019-2024
- Table 20 - NBO Company Shares of Bleach: % Value 2020-2024
- Table 21 - LBN Brand Shares of Bleach: % Value 2021-2024
- Table 22 - Forecast Sales of Bleach: Value 2024-2029
- Table 23 - Forecast Sales of Bleach: % Value Growth 2024-2029

Dishwashing in Poland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Deepening penetration of dishwashers driving demand  
Ongoing demand for hand dishwashing products  
Discounters and health and beauty specialists gain share

PROSPECTS AND OPPORTUNITIES

Increasing emphasis on sustainability  
Partnerships between detergent and dishwasher brands  
New product development to spur value growth

CATEGORY INDICATORS

- Table 24 - Household Possession of Dishwashers 2019-2024

CATEGORY DATA

- Table 25 - Sales of Dishwashing by Category: Value 2019-2024
- Table 26 - Sales of Dishwashing by Category: % Value Growth 2019-2024
- Table 27 - NBO Company Shares of Dishwashing: % Value 2020-2024
- Table 28 - LBN Brand Shares of Dishwashing: % Value 2021-2024
- Table 29 - Forecast Sales of Dishwashing by Category: Value 2024-2029
- Table 30 - Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

Home Insecticides in Poland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Prolonged periods of warm weather influence demand  
Focus on innovation  
Preference for prevention and convenience

PROSPECTS AND OPPORTUNITIES

Climate change to affect demand  
Private label expected to develop a stronger presence

Opportunities for natural products and repellents

CATEGORY DATA

- Table 31 - Sales of Home Insecticides by Category: Value 2019-2024
- Table 32 - Sales of Home Insecticides by Category: % Value Growth 2019-2024
- Table 33 - Sales of Spray/Aerosol Insecticides by Type: % Value 2019-2024
- Table 34 - NBO Company Shares of Home Insecticides: % Value 2020-2024
- Table 35 - LBN Brand Shares of Home Insecticides: % Value 2021-2024
- Table 36 - Forecast Sales of Home Insecticides by Category: Value 2024-2029
- Table 37 - Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

Laundry Care in Poland

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Consumers look for value for money
- Growing focus on sustainability
- Henkel Polska retains lead, while discounters consolidate position in market

PROSPECTS AND OPPORTUNITIES

- Concentrated products to see further strong growth
- Further development of e-commerce
- Sustainability concerns to exert growing influence on innovation

CATEGORY INDICATORS

- Table 38 - Household Possession of Washing Machines 2019-2024

CATEGORY DATA

- Table 39 - Sales of Laundry Care by Category: Value 2019-2024
- Table 40 - Sales of Laundry Care by Category: % Value Growth 2019-2024
- Table 41 - Sales of Laundry Aids by Category: Value 2019-2024
- Table 42 - Sales of Laundry Aids by Category: % Value Growth 2019-2024
- Table 43 - Sales of Laundry Detergents by Category: Value 2019-2024
- Table 44 - Sales of Laundry Detergents by Category: % Value Growth 2019-2024
- Table 45 - Sales of In-Wash Spot and Stain Removers by Type: % Value Breakdown 2019-2024
- Table 46 - NBO Company Shares of Laundry Care: % Value 2020-2024
- Table 47 - LBN Brand Shares of Laundry Care: % Value 2021-2024
- Table 48 - NBO Company Shares of Laundry Aids: % Value 2020-2024
- Table 49 - LBN Brand Shares of Laundry Aids: % Value 2021-2024
- Table 50 - NBO Company Shares of Laundry Detergents: % Value 2020-2024
- Table 51 - LBN Brand Shares of Laundry Detergents: % Value 2021-2024
- Table 52 - Forecast Sales of Laundry Care by Category: Value 2024-2029
- Table 53 - Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

Polishes in Poland

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Slight growth amidst ongoing challenges
- Growing influence of sustainability
- SC Johnson remains the largest player

PROSPECTS AND OPPORTUNITIES

Growth ahead, with shoe polish set to recover  
Innovation likely to play role in category development  
E-commerce set to see continued development

CATEGORY DATA

- Table 54 - Sales of Polishes by Category: Value 2019-2024
- Table 55 - Sales of Polishes by Category: % Value Growth 2019-2024
- Table 56 - NBO Company Shares of Polishes: % Value 2020-2024
- Table 57 - LBN Brand Shares of Polishes: % Value 2021-2024
- Table 58 - Forecast Sales of Polishes by Category: Value 2024-2029
- Table 59 - Forecast Sales of Polishes by Category: % Value Growth 2024-2029

Surface Care in Poland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Product innovation fuels growth  
Consumers look for efficacy and value for money  
Expanding product portfolios

PROSPECTS AND OPPORTUNITIES

Sustainability concerns to exert growing influence  
E-commerce and discounters meeting evolving consumer needs  
Smart technology to offer opportunities

CATEGORY DATA

- Table 60 - Sales of Surface Care by Category: Value 2019-2024
- Table 61 - Sales of Surface Care by Category: % Value Growth 2019-2024
- Table 62 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024
- Table 63 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024
- Table 64 - NBO Company Shares of Surface Care: % Value 2020-2024
- Table 65 - LBN Brand Shares of Surface Care: % Value 2021-2024
- Table 66 - NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2024
- Table 67 - LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2021-2024
- Table 68 - Forecast Sales of Surface Care by Category: Value 2024-2029
- Table 69 - Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

Toilet Care in Poland

KEY DATA FINDINGS

2024 DEVELOPMENTS

New product development supports growth  
Henkel Polska stays out in front  
Discounters is the leading distribution channel

PROSPECTS AND OPPORTUNITIES

New product development to play role in driving growth  
Manufacturers to target increasingly eco-conscious consumer demand  
Discounters expansion to support rise of private label segment

CATEGORY DATA

- Table 70 - Sales of Toilet Care by Category: Value 2019-2024

Table 71 - Sales of Toilet Care by Category: % Value Growth 2019-2024

Table 72 - NBO Company Shares of Toilet Care: % Value 2020-2024

Table 73 - LBN Brand Shares of Toilet Care: % Value 2021-2024

Table 74 - Forecast Sales of Toilet Care by Category: Value 2024-2029

Table 75 - Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

## 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-poland/report](https://www.euromonitor.com/home-care-in-poland/report).