



Laundry Care in Poland

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Laundry Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Growth for Laundry Care in Poland Is Driven by Rising Incomes and Shifting Consumer Preferences

Sustainability and Innovation Drive Sales in Laundry Detergents during 2025

Chart 2 - Dr Beckmann Launches Magic Leaves Laundry Sheets for Convenient Dosing in Poland

Laundry Care in Poland Is Shaped by Innovation and Evolving Consumer Preferences

Chart 3 - Value Sales of Laundry Care 2020-2030

Chart 4 - Volume Sales of Laundry Care 2020-2030

Chart 5 - Value Sales of Laundry Care by Category 2025

WHAT'S NEXT?

Growing Purchasing Power and Sustainability Trends Are Set to Drive Growth in Laundry Care

Laundry Detergents Is Set to Retain Its Lead, Driven by Eco-Friendly, Efficient Products

Innovation and Sustainability Are Set to Shape Future Business in Laundry Care

Chart 6 - Forecast Value Sales of Laundry Care 2020-2030

Chart 7 - Forecast Value Sales of Laundry Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 8 - Analyst Insight for Laundry Care

Henkel Polska Sp and Procter & Gamble Operations Polska Continue to Dominate with Strong Brand Portfolios

Coccolino and Dr Beckmann Respond to Consumer Demand for Convenience and Sustainability

Chart 9 - Coccolino Launches Speed?Clean Gel for Quick-Cycle Laundry in Poland

The Stable Competitive Landscape Drives Innovation Opportunities

Chart 10 - Company Shares of Laundry Care 2025

Chart 11 - Brand Shares of Laundry Care 2025

CHANNELS

Discounters Drive Laundry Care Sales with Appealing Promotions and Private Label Ranges

Retail E-Commerce Gains Share through Convenience and Promotions

Chart 12 - Retail Channels for Laundry Care 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Laundry Care

Chart 14 - Real GDP Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Laundry Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Rising Incomes, Evolving Product Formats and Sustainability Drive Growth in Home Care

Chart 21 - Magic Leaves respond to consumer demand for eco-friendly, convenient solutions

Laundry Care Leads Retail Value Sales Through Ongoing Innovation

Chart 22 - Lenor Introduces “Fresh Air Effect Moonlight Lily” with Mood-Lifting Fragrance

Mood-Boosting Ingredients Drive Premiumisation

Chart 23 - Value Sales of Home Care 2020-2030

Chart 24 - Volume Sales of Home Care 2020-2030

Chart 25 - Value Sales of Home Care by Category 2025

WHAT'S NEXT?

Chart 26 - Analyst Insight for Home Care

Sustainable Innovations Are Set to Drive Growth in Polish Households

Laundry Care Is Expected to Maintain Its Lead through Premium Offerings

Environmental Regulations and Eco-Friendly Demands Will Transform Product Development

Chart 27 - Forecast Value Sales of Home Care 2020-2030

Chart 28 - Forecast Value Sales of Home Care by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Maintain Strong Positions through Scale, Brand Equity and Innovation

The Narrowing Quality Gap between Private Label and Brands Intensifies Competition

Chart 29 - Biedronka Expands Mr. Magic Private Label with Specialised Cleaning Range

Chart 30 - Company Shares of Home Care 2025

Chart 31 - Brand Shares of Home Care 2025

CHANNELS

Discounters Drive Home Care Sales through Affordability and Quality

Retail E-Commerce Gains Traction with Eco-Friendly and Refill Packs

Chart 32 - Retail Channels for Home Care 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Home Care

Chart 34 - Real GDP Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Home Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/laundry-care-in-poland/report.