Surface Care in Serbia

February 2024

Table of Contents

Surface Care in Serbia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Brand loyalty declines as consumers shift focus to affordability

Multi-purpose cleaners remain the largest product area in surface care

A focus on disinfectants and efficacy shapes consumer purchasing decisions

PROSPECTS AND OPPORTUNITIES

Private label continues to expand across the early forecast period

Competition between products drives innovation and promotions

No major changes in the competitive environment across the forecast period

CATEGORY DATA

Home Care in Serbia - 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

MARKET DATA

DISCLAIMER

SOURCES

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/surface-care-in-serbia/report.