

# Surface Care in Serbia

February 2024

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## 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

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Private label continues to expand across the early forecast period  
Competition between products drives innovation and promotions  
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### SOURCES

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