

Toilet Care in Serbia

February 2024

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Toilet Care in Serbia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail value growth driven by rising prices as retail volume sales struggle
Consumer attention shifts towards more sophisticated toilet care categories
Innovations focus on formula improvements and interesting scents

PROSPECTS AND OPPORTUNITIES

Retail volume sales recover; however, private label remains popular
Ecological sustainability to emerge as a major driver of demand in toilet care
Sales shift away from toilet liquids/foam and towards in-cistern products

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Home Care in Serbia - Industry Overview

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DISCLAIMER

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