

# Bleach in Serbia

February 2024

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#### 2023 DEVELOPMENTS

Retail volume sales decline as consumers reach for more sophisticated products

Competition from surface care products dampens sales of bleach

Retailers put less emphasis on bleach, challenging sales in 2023

#### PROSPECTS AND OPPORTUNITIES

Growing competition and declining availability shrinks sales of bleach

Some consumers view bleach as the most efficient product, driving sales

Concerns over safety and ecological credentials of bleach undermine demand

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