

Surface Care in Croatia

February 2024

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Surface Care in Croatia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Multi-purpose products offer convenience and efficiency
Falling demand for window/glass cleaners as consumers switch to wipes
Multinational players retain their strong presence due to strong visibility and wide distribution

PROSPECTS AND OPPORTUNITIES

Convenience and cost will continue to influence demand
Resurgence of eco-friendly trend
Moderate value growth as consumers trade down

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Home Care in Croatia - Industry Overview

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DISCLAIMER

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Summary 1 - Research Sources

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