



Toilet Care in Croatia

February 2024

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Toilet Care in Croatia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Convenient rim liquids record the highest growth

Consumers demand eco-friendliness and sophisticated fragrances

Multinationals continue to benefit from strong shelf positioning of their brands and higher advertising budgets

PROSPECTS AND OPPORTUNITIES

Steady growth supported by lingering pandemic effects

More premium and sophisticated products expected as the economy stabilises...

...however, consumers will remain price sensitive

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DISCLAIMER

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