



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

PROSPECTS AND OPPORTUNITIES

Private label continues to expand across the early forecast period
Competition between products drives innovation and promotions
No major changes in the competitive environment across the forecast period

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Home Care in Serbia - Industry Overview

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MARKET DATA

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DISCLAIMER

SOURCES

Summary 1 - Research Sources

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