

# Air Care in Serbia

February 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive retail volume growth driven by widening assortments and variety  
Car air fresheners record a retail volume decline as consumers place purchases on hold  
Spray/aerosol air fresheners face rising competition from toilet care products

PROSPECTS AND OPPORTUNITIES

Electric air fresheners drive growth, offering a modern, sophisticated product  
Private label set to gain ground with players focusing on improved quality  
Innovations focus on scent extensions and products that improve mood

CATEGORY DATA

- Table 1 - Sales of Air Care by Category: Value 2018-2023
- Table 2 - Sales of Air Care by Category: % Value Growth 2018-2023
- Table 3 - NBO Company Shares of Air Care: % Value 2019-2023
- Table 4 - LBN Brand Shares of Air Care: % Value 2020-2023
- Table 5 - Forecast Sales of Air Care by Category: Value 2023-2028
- Table 6 - Forecast Sales of Air Care by Category: % Value Growth 2023-2028

EXECUTIVE SUMMARY

Home care in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for home care?

MARKET INDICATORS

- Table 7 - Households 2018-2023

MARKET DATA

- Table 8 - Sales of Home Care by Category: Value 2018-2023
- Table 9 - Sales of Home Care by Category: % Value Growth 2018-2023
- Table 10 - NBO Company Shares of Home Care: % Value 2019-2023
- Table 11 - LBN Brand Shares of Home Care: % Value 2020-2023
- Table 12 - Penetration of Private Label in Home Care by Category: % Value 2018-2023
- Table 13 - Distribution of Home Care by Format: % Value 2018-2023
- Table 14 - Distribution of Home Care by Format and Category: % Value 2023
- Table 15 - Forecast Sales of Home Care by Category: Value 2023-2028
- Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/air-care-in-serbia/report](http://www.euromonitor.com/air-care-in-serbia/report).