



Toilet Care in Serbia

February 2024

Table of Contents

Toilet Care in Serbia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail value growth driven by rising prices as retail volume sales struggle
Consumer attention shifts towards more sophisticated toilet care categories
Innovations focus on formula improvements and interesting scents

PROSPECTS AND OPPORTUNITIES

Retail volume sales recover; however, private label remains popular
Ecological sustainability to emerge as a major driver of demand in toilet care
Sales shift away from toilet liquids/foam and towards in-cistern products

CATEGORY DATA

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

Home Care in Serbia - Industry Overview

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

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