

# Surface Care in Croatia

February 2024

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## 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

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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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