

# Home Insecticides in Serbia

February 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume declines as consumers reduce spending during 2023  
Leading players face few threats to their strong positions due to consumer loyalty  
Spray/aerosol home insecticides dominate as distribution focuses on modern channels

PROSPECTS AND OPPORTUNITIES

Ongoing retail decline as many consumers reduce the use of home insecticides  
Leading players benefit from strong consumer loyalty in home insecticides  
Modern grocery retailing leads as discounters continue to expand nationwide

CATEGORY DATA

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