

Home Care in Serbia

<https://marketpublishers.com/r/H91154F5279EN.html>

Date: February 2024

Pages: 54

Price: US\$ 2,650.00 (Single User License)

ID: H91154F5279EN

Abstracts

While retail value growth was double-digit in 2023, this was the result of rising inflation and heightened price points. As a result, while retail value growth was positive, retail volume growth struggled, recording a decline in most home care categories.

Responding to the rising cost of living, consumers focused on necessary spending, reducing home care products viewed as unessential. Growing utility costs challenged manufacturers, with the increasing price of raw materials partnering with pres...

Euromonitor International's Home Care in Serbia market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Home Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Home Care in Serbia
Euromonitor International
February 2024

LIST OF CONTENTS AND TABLES

HOME CARE IN SERBIA
EXECUTIVE SUMMARY
Home care in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for home care?

MARKET INDICATORS

Table 1 Households 2018-2023

MARKET DATA

Table 2 Sales of Home Care by Category: Value 2018-2023

Table 3 Sales of Home Care by Category: % Value Growth 2018-2023

Table 4 NBO Company Shares of Home Care: % Value 2019-2023

Table 5 LBN Brand Shares of Home Care: % Value 2020-2023

Table 6 Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 7 Distribution of Home Care by Format: % Value 2018-2023

Table 8 Distribution of Home Care by Format and Category: % Value 2023

Table 9 Forecast Sales of Home Care by Category: Value 2023-2028

Table 10 Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

LAUNDRY CARE IN SERBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers focus on essentials, unwilling to pay more for added-value
Fabric softeners struggle as consumers focus on essential spending

Leading players focus on innovations as private label gains ground

PROSPECTS AND OPPORTUNITIES

Economising to remain as retail volume sales slowly recover

Convenience and sustainability shape product innovation in laundry care

Strong players are set to dominate sales through innovations and discounts

CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2018-2023

CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2018-2023

Table 13 Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 14 Sales of Laundry Aids by Category: Value 2018-2023

Table 15 Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 16 Sales of Laundry Detergents by Category: Value 2018-2023

Table 17 Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 18 NBO Company Shares of Laundry Care: % Value 2019-2023

Table 19 LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 20 NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 21 LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 22 NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 23 LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 24 Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 25 Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

DISHWASHING IN SERBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Downward trend for hand dishwashing as convenience dampens sales

Consumers purchase goods on promotion while opting for larger pack sizes

New launches in automatic dishwashing despite lack of innovation in hand dishwashing

PROSPECTS AND OPPORTUNITIES

Automatic dishwashing drives growth, driven by the demand for convenience

Ongoing price sensitivity leads to discounts and promotions in store

Sustainability shapes product innovations, aligning with rising demands

CATEGORY INDICATORS

Table 26 Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 27 Sales of Dishwashing by Category: Value 2018-2023

Table 28 Sales of Dishwashing by Category: % Value Growth 2018-2023

Table 29 NBO Company Shares of Dishwashing: % Value 2019-2023

Table 30 LBN Brand Shares of Dishwashing: % Value 2020-2023

Table 31 Forecast Sales of Dishwashing by Category: Value 2023-2028

Table 32 Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

SURFACE CARE IN SERBIA

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

CATEGORY DATA

Table 33 Sales of Surface Care by Category: Value 2018-2023

Table 34 Sales of Surface Care by Category: % Value Growth 2018-2023

Table 35 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 37 NBO Company Shares of Surface Care: % Value 2019-2023

Table 38 LBN Brand Shares of Surface Care: % Value 2020-2023

Table 39 Forecast Sales of Surface Care by Category: Value 2023-2028

Table 40 Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

BLEACH IN SERBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume sales decline as consumers reach for more sophisticated products

Competition from surface care products dampens sales of bleach

Retailers put less emphasis on bleach, challenging sales in 2023

PROSPECTS AND OPPORTUNITIES

Growing competition and declining availability shrinks sales of bleach

Some consumers view bleach as the most efficient product, driving sales

Concerns over safety and ecological credentials of bleach undermine demand

CATEGORY DATA

Table 41 Sales of Bleach: Value 2018-2023

Table 42 Sales of Bleach: % Value Growth 2018-2023

Table 43 NBO Company Shares of Bleach: % Value 2019-2023

Table 44 LBN Brand Shares of Bleach: % Value 2020-2023

Table 45 Forecast Sales of Bleach: Value 2023-2028

Table 46 Forecast Sales of Bleach: % Value Growth 2023-2028

TOILET CARE IN SERBIA

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 47 Sales of Toilet Care by Category: Value 2018-2023

Table 48 Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 49 NBO Company Shares of Toilet Care: % Value 2019-2023

Table 50 LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 51 Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 52 Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

POLISHES IN SERBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining disposable incomes challenge sales, as consumers focus on essentials

Sales of shoe polish rise as some consumers return to work, wearing polished shoes

Leading players maintain their top positions with the widest distribution and assortments

PROSPECTS AND OPPORTUNITIES

Consumers continue economising, putting pressure on demand for polishes

Price stabilisation leads to positive retail volume growth for polishes

Rising competition from surface care dampens sales over the forecast period

CATEGORY DATA

Table 53 Sales of Polishes by Category: Value 2018-2023

Table 54 Sales of Polishes by Category: % Value Growth 2018-2023

Table 55 NBO Company Shares of Polishes: % Value 2019-2023

Table 56 LBN Brand Shares of Polishes: % Value 2020-2023

Table 57 Forecast Sales of Polishes by Category: Value 2023-2028

Table 58 Forecast Sales of Polishes by Category: % Value Growth 2023-2028

AIR CARE IN SERBIA

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 59 Sales of Air Care by Category: Value 2018-2023

Table 60 Sales of Air Care by Category: % Value Growth 2018-2023

Table 61 NBO Company Shares of Air Care: % Value 2019-2023

Table 62 LBN Brand Shares of Air Care: % Value 2020-2023

Table 63 Forecast Sales of Air Care by Category: Value 2023-2028

Table 64 Forecast Sales of Air Care by Category: % Value Growth 2023-2028

HOME INSECTICIDES IN SERBIA

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 65 Sales of Home Insecticides by Category: Value 2018-2023

Table 66 Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 67 NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 68 LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 69 Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 70 Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

I would like to order

Product name: Home Care in Serbia

Product link: <https://marketpublishers.com/r/H91154F5279EN.html>

Price: US\$ 2,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H91154F5279EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970