

Bleach in Serbia

Market Direction | 2023-01-01 | 15 pages | Euromonitor

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Report description:

Demand for bleach remained under pressure in Serbia in 2022 as consumers continued to abandon the category in favour of more sophisticated task-specific home care products. While the category registered static volume growth at the peak of the COVID-19 pandemic in 2020 as the long-term decline that is being seen in demand for bleach was temporarily arrested as consumers stocked up on bleach, a product which is known to have strong antimicrobial properties. This was motivated by the fear of contag...

Euromonitor International's Bleach 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 2027 illustrate how the market is set to change.

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

Why buy this report?

- * Get a detailed picture of the Bleach 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.

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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Euromonitor International
January 2023

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