

Laundry Care in Serbia

Market Direction | 2023-01-01 | 21 pages | Euromonitor

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Report description:

Laundry care faced falling volume sales in 2022 as huge numbers of Serbians were spending much less of their time at home than they were during the pandemic and this meant fewer opportunities to wash their laundry. The return to busy pre-COVID-19 lifestyles meant that consumers were less focused on home care generally and, resulting in many people using far lower volumes of laundry detergents and other laundry care products. Furthermore, demand was under pressure due to rising unit prices at a t...

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

Product coverage: Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents.

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

Why buy this report?

- * Get a detailed picture of the Laundry 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.

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Table of Contents:

Laundry Care in Serbia
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List Of Contents And Tables

LAUNDRY CARE IN SERBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Declining sales as high inflation and return to pre-pandemic lifestyles erode demand

Standard powder detergents dominates sales despite shift towards detergent tablets

Fabric softeners struggles to register positive growth due to unit price inflation

PROSPECTS AND OPPORTUNITIES

Negative sales growth expected as high inflation puts pressure on demand

A handful of strong leaders set to continue dominating category sales

New launches set to respond to increasingly sophisticated laundry care needs

CATEGORY INDICATORS

Table 1 Household Possession of Washing Machines 2017-2022

CATEGORY DATA

Table 2 Sales of Laundry Care by Category: Value 2017-2022

Table 3 Sales of Laundry Care by Category: % Value Growth 2017-2022

Table 4 Sales of Laundry Aids by Category: Value 2017-2022

Table 5 Sales of Laundry Aids by Category: % Value Growth 2017-2022

Table 6 Sales of Laundry Detergents by Category: Value 2017-2022

Table 7 Sales of Laundry Detergents by Category: % Value Growth 2017-2022

Table 8 NBO Company Shares of Laundry Care: % Value 2018-2022

Table 9 LBN Brand Shares of Laundry Care: % Value 2019-2022

Table 10 □NBO Company Shares of Laundry Aids: % Value 2018-2022

Table 11 □LBN Brand Shares of Laundry Aids: % Value 2019-2022

Table 12 □NBO Company Shares of Laundry Detergents: % Value 2018-2022

Table 13 □LBN Brand Shares of Laundry Detergents: % Value 2019-2022

Table 14 □Forecast Sales of Laundry Care by Category: Value 2022-2027

Table 15 □Forecast Sales of Laundry Care by Category: % Value Growth 2022-2027

HOME CARE IN SERBIA

EXECUTIVE SUMMARY

Home care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 16 Households 2017-2022

MARKET DATA

Table 17 Sales of Home Care by Category: Value 2017-2022

Table 18 Sales of Home Care by Category: % Value Growth 2017-2022

Table 19 NBO Company Shares of Home Care: % Value 2018-2022

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Table 20 LBN Brand Shares of Home Care: % Value 2019-2022

Table 21 Penetration of Private Label in Home Care by Category: % Value 2017-2022

Table 22 Distribution of Home Care by Format: % Value 2017-2022

Table 23 Distribution of Home Care by Format and Category: % Value 2022

Table 24 Forecast Sales of Home Care by Category: Value 2022-2027

Table 25 □Forecast Sales of Home Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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