

## **Surface Care in Serbia**

Market Direction | 2023-01-01 | 19 pages | Euromonitor

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### **Report description:**

The return to pre-COVID-19 pandemic lifestyles that swept through the population of Serbia over the course of 2022 put significant pressure on demand for surface care. With most consumers taken the opportunity to socialise outside of the home wherever possible after many months of social distancing restrictions, there was less need for consumers to clean their homes as frequently as during the peak period of the pandemic. In addition, with many of Serbia's white-collar professionals returning to...

Euromonitor International's Surface 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: Bathroom Cleaners, Descalers, Drain Openers, Floor Cleaners, Home Care Disinfectants, Home Care Wipes and Floor Cleaning Systems, Kitchen Cleaners, Multi-Purpose Cleaners, Oven Cleaners, Scouring Agents, Window/Glass Cleaners.

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

Why buy this report?

- \* Get a detailed picture of the Surface 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.

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reliable information resources to help drive informed strategic planning.

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Multi-purpose cleaners remains the largest category of surface care

No major changes in the competitive environment as the leading brands remain on top

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