

## **Bleach in Serbia**

Market Direction | 2024-02-23 | 14 pages | Euromonitor

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### **Report description:**

The bleach landscape in Serbia is small, with a few products available in retail, which is decreasing each year. Demand for bleach remained under pressure in Serbia in 2023 as consumers continued to abandon the category in favour of more sophisticated, gentler home care products. The category registered static volume growth at the peak of the COVID-19 pandemic in 2020, with the long-term decline changed as consumers stocked up on products with strong antimicrobial properties. This was motivated...

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 2028 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.

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