

## **Surface Care in Croatia**

Market Direction | 2024-02-22 | 17 pages | Euromonitor

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### **Report description:**

Croatian consumers largely prefer multi-purpose surface care products as they offer a convenient and efficient way to clean different surfaces with just one product, thereby saving time, money and storage space. In 2023, the majority of consumers had constrained budgets, with approximately 40% of their income spent on food and beverages, with the rest being tightly distributed to other consumer goods and services. The popularity of multi-purpose cleaners is likely to remain strong in the forecas...

Euromonitor International's Surface Care in Croatia 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: 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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