

## **Surface Care in Serbia**

Market Direction | 2024-02-23 | 17 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

With price hikes resulting in strong retail value growth, volume sales were challenged in 2023, leading to a retail volume decline in surface. Serbians focused on affordability and necessities, leading many to switch to cheaper brands or migrate to private label, driving growth for the private label landscape in 2023. Discounts were frequent, with consumers mainly purchasing any leading players on promotion, leading to a decline in brand loyalty.

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 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.

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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

**Table of Contents:**

Surface Care in Serbia  
Euromonitor International  
February 2024

List Of Contents And Tables

**SURFACE CARE IN SERBIA**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Brand loyalty declines as consumers shift focus to affordability  
Multi-purpose cleaners remain the largest product area in surface care  
A focus on disinfectants and efficacy shapes consumer purchasing decisions

**PROSPECTS AND OPPORTUNITIES**

Private label continues to expand across the early forecast period  
Competition between products drives innovation and promotions  
No major changes in the competitive environment across the forecast period

**CATEGORY DATA**

- Table 1 Sales of Surface Care by Category: Value 2018-2023
- Table 2 Sales of Surface Care by Category: % Value Growth 2018-2023
- Table 3 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023
- Table 4 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023
- Table 5 NBO Company Shares of Surface Care: % Value 2019-2023
- Table 6 LBN Brand Shares of Surface Care: % Value 2020-2023
- Table 7 Forecast Sales of Surface Care by Category: Value 2023-2028
- Table 8 Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

**HOME CARE IN SERBIA**

**EXECUTIVE SUMMARY**

Home care in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for home care?

**MARKET INDICATORS**

- Table 9 Households 2018-2023

**MARKET DATA**

- Table 10 Sales of Home Care by Category: Value 2018-2023
- Table 11 Sales of Home Care by Category: % Value Growth 2018-2023
- Table 12 NBO Company Shares of Home Care: % Value 2019-2023
- Table 13 LBN Brand Shares of Home Care: % Value 2020-2023
- Table 14 Penetration of Private Label in Home Care by Category: % Value 2018-2023
- Table 15 Distribution of Home Care by Format: % Value 2018-2023
- Table 16 Distribution of Home Care by Format and Category: % Value 2023
- Table 17 Forecast Sales of Home Care by Category: Value 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

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

Table 18 □Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

## Surface Care in Serbia

Market Direction | 2024-02-23 | 17 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-12"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com