

## **Laundry Care in Bosnia and Herzegovina**

Market Direction | 2025-02-06 | 21 pages | Euromonitor

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### **Report description:**

In 2024, laundry care in Bosnia and Herzegovina continued to experience solid retail value growth, driven by stable consumer demand and moderate price increases, although inflation began to subside. Categories such as laundry detergent, which focused on innovation and frequent new product launches, continue to thrive, benefiting from growing consumer demand and posting strong retail value growth. Brands continued to enter the laundry detergents sector, responding to consumer demands for more con...

Euromonitor International's Laundry Care in Bosnia and Herzegovina 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 2029 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.

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reliable information resources to help drive informed strategic planning.

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**2024 DEVELOPMENTS**

Innovation supports growth in laundry detergents, while bar and hand wash detergents face a decline

A surge in demand for pre-wash spot and stain removers, liquid tablet detergents, and laundry aids

A rise in innovation and heightened regional competition in laundry care

**PROSPECTS AND OPPORTUNITIES**

Moderate retail value growth expected while bar and hand wash detergents continue to decline

Pre-wash spot and stain removers are expected to see strong growth driven by convenience and innovation

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