

## **Surface Care in Bosnia and Herzegovina**

Market Direction | 2025-02-06 | 18 pages | Euromonitor

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### **Report description:**

In 2024, surface care in Bosnia and Herzegovina achieved solid retail value growth of 5%, despite the maturity of its most established categories. The market remained heavily saturated with surface care products, and given the ongoing negative demographic trends affecting the country, there was limited potential for improved performance in the category. This stagnation was countered by the efforts of major players to revitalise the market through innovation and new product development. The stabl...

Euromonitor International's Surface 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: 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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Positive growth for wash and wax floor cleaners while furniture polish wipes gain ground

Innovation supports growth as products focus on fragrances and efficacy

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Growth in surface care is set to be challenged by maturity and a declining consumer base

Standard floor cleaners are set to record positive growth as scouring agents underperform

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