

Bleach in Croatia

February 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dampened sales with the end of the pandemic and environmental concerns
Strong e-commerce growth as consumers appreciate its convenience and prices
Domestos retains its dominance of bleach as an established and trusted brand

PROSPECTS AND OPPORTUNITIES

Health and environmental concerns will see consumers switching to less harmful alternatives
Strong perception of chlorine as effective ingredient will continue among older consumers
New private label products set to perform well

CATEGORY DATA

Table 1 - Sales of Bleach: Value 2018-2023
Table 2 - Sales of Bleach: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Bleach: % Value 2019-2023
Table 4 - LBN Brand Shares of Bleach: % Value 2020-2023
Table 5 - Forecast Sales of Bleach: Value 2023-2028
Table 6 - Forecast Sales of Bleach: % Value Growth 2023-2028

Home Care in Croatia - Industry Overview

EXECUTIVE SUMMARY

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

MARKET INDICATORS

Table 7 - Households 2018-2023

MARKET DATA

Table 8 - Sales of Home Care by Category: Value 2018-2023
Table 9 - Sales of Home Care by Category: % Value Growth 2018-2023
Table 10 - NBO Company Shares of Home Care: % Value 2019-2023
Table 11 - LBN Brand Shares of Home Care: % Value 2020-2023
Table 12 - Penetration of Private Label in Home Care by Category: % Value 2018-2023
Table 13 - Distribution of Home Care by Format: % Value 2018-2023
Table 14 - Distribution of Home Care by Format and Category: % Value 2023
Table 15 - Forecast Sales of Home Care by Category: Value 2023-2028
Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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