

# Toilet Care in Croatia

February 2024

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## Toilet Care in Croatia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Convenient rim liquids record the highest growth

Consumers demand eco-friendliness and sophisticated fragrances

Multinationals continue to benefit from strong shelf positioning of their brands and higher advertising budgets

#### PROSPECTS AND OPPORTUNITIES

Steady growth supported by lingering pandemic effects

More premium and sophisticated products expected as the economy stabilises...

...however, consumers will remain price sensitive

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