



Euromonitor
International

Laundry Care in Bosnia and Herzegovina

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Laundry Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Rising Inflation and Price-Sensitive Consumers Drive Demand for Multifunctional Products

Eco-Friendly Packaging Choices Rewarded

Chart 2 - Violeta Rewards Eco-Friendly Packaging

Demand for Quick-Wash Solutions Grows Amid Busy Lifestyles

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Busy Consumer Lifestyles and Inflation Expected to Fuel Laundry Care Innovation

Liquid Tablet Detergents Set to Lead Growth with Innovative Solutions

Sustainability and Multifunctionality to Shape Future Laundry Habits

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Saponia and Procter & Gamble Drive Stability in Laundry Care

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Small Local Grocers, Supermarkets and Hypermarkets Lead Laundry Care Sales

Retail E-Commerce Emerges as Fastest Growing Channel

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Laundry Care

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Laundry Care

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Bosnia and Herzegovina - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Multifunctional Products Gain Traction Despite Economic Challenges

Chart 19 - Multifunctionality Drives Innovation

Laundry Care Remains Largest Category through Evolving Product Formats

Chart 20 - Hygiene and Wellness Shapes Home Care

Health and Wellness Drive Growth in Home Care

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Multifunctional Products Set to Drive Future Growth

Chart 24 - Analyst Insight for Home Care

Laundry Care Set to Maintain Lead

Sustainability Expected to Shape Home Care Landscape

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Saponia Maintains Leading Position in Home Care

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Small Local Grocers, Supermarkets and Hypermarkets Lead Home Care Sales

Retail E-Commerce Gains Traction in Home Care Distribution

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Home Care

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Home Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/laundry-care-in-bosnia-and-herzegovina/report.