



Air Care in Bosnia and Herzegovina

February 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Air care records a retail volume decline as consumers prioritise essential items
Liquid air fresheners record strong growth as consumers shift away from spray/aerosol air fresheners
Air care has a static competitive landscape with innovation driving growth

PROSPECTS AND OPPORTUNITIES

Air care is set for positive retail value growth as disposable incomes improve
Electric air fresheners is expected to regain momentum as consumers appreciate new product developments
Candle air fresheners is set to record the strongest retail volume growth

CATEGORY DATA

- Table 1 - Sales of Air Care by Category: Value 2019-2024
- Table 2 - Sales of Air Care by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Air Care: % Value 2020-2024
- Table 4 - LBN Brand Shares of Air Care: % Value 2021-2024
- Table 5 - Forecast Sales of Air Care by Category: Value 2024-2029
- Table 6 - Forecast Sales of Air Care by Category: % Value Growth 2024-2029

Home Care in Bosnia and Herzegovina - Industry Overview

EXECUTIVE SUMMARY

- Home care in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What next for home care?

MARKET INDICATORS

- Table 7 - Households 2019-2024

MARKET DATA

- Table 8 - Sales of Home Care by Category: Value 2019-2024
- Table 9 - Sales of Home Care by Category: % Value Growth 2019-2024
- Table 10 - NBO Company Shares of Home Care: % Value 2020-2024
- Table 11 - LBN Brand Shares of Home Care: % Value 2021-2024
- Table 12 - Penetration of Private Label in Home Care by Category: % Value 2019-2024
- Table 13 - Distribution of Home Care by Format: % Value 2019-2024
- Table 14 - Distribution of Home Care by Format and Category: % Value 2024
- Table 15 - Forecast Sales of Home Care by Category: Value 2024-2029
- Table 16 - Forecast Sales of Home Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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