



Euromonitor
International

Laundry Care in Bosnia and Herzegovina

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Innovation supports growth in laundry detergents, while bar and hand wash detergents face a decline
A surge in demand for pre-wash spot and stain removers, liquid tablet detergents, and laundry aids
A rise in innovation and heightened regional competition in laundry care

PROSPECTS AND OPPORTUNITIES

Moderate retail value growth expected while bar and hand wash detergents continue to decline
Pre-wash spot and stain removers are expected to see strong growth driven by convenience and innovation
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DISCLAIMER

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