



Euromonitor
International

Surface Care in Bosnia and Herzegovina

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Solid growth in surface care as major players focus on innovation and product development
Positive growth for wash and wax floor cleaners while furniture polish wipes gain ground
Innovation supports growth as products focus on fragrances and efficacy

PROSPECTS AND OPPORTUNITIES

Growth in surface care is set to be challenged by maturity and a declining consumer base
Standard floor cleaners are set to record positive growth as scouring agents underperform
A strong performance is expected for all purpose cleaning wipes as consumers appreciate convenience

CATEGORY DATA

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Home Care in Bosnia and Herzegovina - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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