



Euromonitor
International

Bleach in Bosnia and Herzegovina

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Ongoing retail volume decline for bleach, perceived by many to be outdated
Changing consumer preferences drive the ongoing decline in bleach
Domestic players retain the lead of the competitive landscape in 2024

PROSPECTS AND OPPORTUNITIES

An ongoing decline as bleach will be challenged by surface care products
Limited competition as international players are set to place less focus on bleach
Local players to retain the market leadership, offering affordable bleach options

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Home Care in Bosnia and Herzegovina - Industry Overview

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DISCLAIMER

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