



Bleach in Croatia

February 2024

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Bleach in Croatia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dampened sales with the end of the pandemic and environmental concerns
Strong e-commerce growth as consumers appreciate its convenience and prices
Domestos retains its dominance of bleach as an established and trusted brand

PROSPECTS AND OPPORTUNITIES

Health and environmental concerns will see consumers switching to less harmful alternatives
Strong perception of chlorine as effective ingredient will continue among older consumers
New private label products set to perform well

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Home Care in Croatia - Industry Overview

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DISCLAIMER

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