



Laundry Care in Croatia

February 2024

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Laundry Care in Croatia - Category analysis

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2023 DEVELOPMENTS

Price increases dampen volume sales in 2023

Importance of quality, as well as price

Saponia retains its lead with a wide product portfolio and an emphasis on protecting the environment

PROSPECTS AND OPPORTUNITIES

Value growth supported by rising demand for more expensive natural products

Low efficacy and busy lifestyles to impact bar detergents and hand wash detergent products

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