



Bleach in Croatia

April 2026

Table of Contents

[Bleach in Croatia - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

The Bleach Market Shows Value Growth Despite a Slight Volume Decline

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Bleach

INDUSTRY PERFORMANCE

The Bleach Market Shows Value Growth Despite a Slight Volume Decline

Multifunctionality Drives Growth and Premiumisation

Chart 2 - Domestos Expands Product Line with Oxygen-Based Bleach for Eco-Conscious Consumers

Rising Health Awareness and Sustainability Shape the Bleach Market

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

WHAT'S NEXT?

Eco-Conscious Consumers Are Set to Drive Demand for Innovation and Growth

Multifunctionality and Premiumisation Are Set to Drive Growth

All-In-One Solutions Offer Growth Opportunities

Chart 5 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Unilever Croatia Doo Leads with Innovative and Sustainable Offerings

Launches Focus on Multifunctionality and Premiumisation

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Drive Bleach Sales through Promotions

Retail E-Commerce Gains Traction with Convenience and Variety

Chart 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Bleach

Chart 10 - Real GDP Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Bleach

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Croatia - Industry Overview](#)

EXECUTIVE SUMMARY

Growth Is Supported by Convenience, Sustainability, and Multifunctionality

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Growth Is Supported by Convenience, Sustainability, and Multifunctionality

The Laundry Care Market Is Driven by Innovation, Convenience, and Premiumisation

Chart 17 - FAKS responds to the demand for convenience and multifunctionality

Private Label Products Gain Traction through Affordable Solutions

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Innovation Is Set to Focus on Sustainability and Convenience

Chart 21 - Plastic-Free and Biodegradable Solutions Gain Momentum in Croatia's Home Care Market

Laundry Care Is Set to Lead Sales, While Dishwashing Is Expected to Drive Growth

Digitalisation and Multifunctionality Will Shape the Future of Home Care

Chart 22 - Analyst Insight for Home Care

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain a Strong Presence through Innovation

Private Label Growth Is Driving the Evolution of Home Care in Croatia

Chart 25 - Functional efficiency and affordability drives growth

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Lead through Convenience and Promotions

Retail E-Commerce Gains Traction through Improved Logistics and Competitive Pricing

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Home Care

Chart 30 - Real GDP Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Home Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/bleach-in-croatia/report.