



# Bleach in Serbia

April 2026

Table of Contents

## Bleach in Serbia - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Shifting Consumer Preferences Impact Sales

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Bleach

#### INDUSTRY PERFORMANCE

Shifting Consumer Preferences Impact Sales

Mood-Boosting Trend Drives Consumer Preferences

Chart 2 - Gentler Formulations Driving Health-Conscious Cleaning Choices in Bleach

Kalyon Ultra Laundry Bleach Capitalises on Mood-Boosting Trend

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

#### WHAT'S NEXT?

Low-Cost Bleach Formats Sustain Category Growth

Product Innovations Attract Younger Consumers

Chart 5 - Analyst Insight for Bleach

Sustainability Concerns Drive Consumer Choices

Chart 6 - Forecast Value Sales 2020-2030

#### COMPETITIVE LANDSCAPE

Fater Spa and Panonija Ad Dominate Market Share

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

#### CHANNELS

Supermarkets Maintain Lead, Discounters Grow

Retail E-Commerce Gradually Gains Traction with Convenience

Chart 9 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 10 - Economic Context for Bleach

Chart 11 - Real GDP Growth 2020-2030

Chart 12 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 13 - Consumer Context for Bleach

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

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

#### EXECUTIVE SUMMARY

Convenience and Quality Drive Home Care Sales

#### KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Home Care

## INDUSTRY PERFORMANCE

Convenience and Quality Drive Home Care Sales

Chart 18 - Evolving Formats Driven by Convenience and Multifunctionality

Private Label Products Gain Traction among Value-Conscious Consumers

Chart 19 - Value-Driven Private Labels Gaining Consumer Trust in Serbia'S Home Care Market

Health and Wellness Trend Reshapes Product Offerings and Consumer Preferences

Chart 20 - Domestos Launches Power Foam with 99.99% Germ-Kill Technology for Health-Conscious Consumers

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

## WHAT'S NEXT?

Value-Driven Consumers Drive Growth through Affordability

Chart 24 - Analyst Insight for Home Care

Laundry Care Holds Largest Shares, Dishwashing Drives Growth

Wellness and Sustainability Resonate with Consumers

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

## HENKEL MAINTAINS LEAD THROUGH DIVERSIFIED PORTFOLIO AND INNOVATION

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

## CHANNELS

Supermarkets Lead Home Care Sales, Discounters Gain Traction

Retail E-Commerce Grows Steadily Driven by Convenience

Chart 29 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 30 - Economic Context for Home Care

Chart 31 - Real GDP Growth 2020-2030

Chart 32 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 33 - Consumer Context for Home Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - 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-serbia/report](http://www.euromonitor.com/bleach-in-serbia/report).