



Home Care in Serbia

April 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Convenience and Quality Drive Home Care Sales

Chart 2 - Evolving Formats Driven by Convenience and Multifunctionality

Private Label Products Gain Traction among Value-Conscious Consumers

Chart 3 - Value-Driven Private Labels Gaining Consumer Trust in Serbia'S Home Care Market

Health and Wellness Trend Reshapes Product Offerings and Consumer Preferences

Chart 4 - Domestos Launches Power Foam with 99.99% Germ-Kill Technology for Health-Conscious Consumers

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Value-Driven Consumers Drive Growth through Affordability

Chart 8 - Analyst Insight for Home Care

Laundry Care Holds Largest Shares, Dishwashing Drives Growth

Wellness and Sustainability Resonate with Consumers

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

HENKEL MAINTAINS LEAD THROUGH DIVERSIFIED PORTFOLIO AND INNOVATION

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Supermarkets Lead Home Care Sales, Discounters Gain Traction

Retail E-Commerce Grows Steadily Driven by Convenience

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Home Care

Chart 15 - Real GDP Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Home Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

2025 DEVELOPMENTS

Air Care Summary

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Air Care

INDUSTRY PERFORMANCE

Consumers Drive Growth with Premium and Affordable Options

Chart 22 - Analyst Insight for Air Care

Private Label Gains Traction in Air Care

Wellness and Mood-Boosting Trends Drive Innovation

Chart 23 - Mood-Boosting Aromatherapy Shapes Serbia'S Air Care Market

Chart 24 - Value Sales 2020-2030

Chart 25 - Volume Sales 2020-2030

Chart 26 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Seek Value and Wellness in Air Care Products

Liquid Air Fresheners Drive Growth Amidst Wellness Trend

Regulatory Alignment and Technological Advancements Fuel Innovation

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Established Brands Maintain Dominance in Highly Concentrated Market

Divestiture to Reshape Competitive Dynamics in 2026

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Supermarkets Lead Air Care Sales through Wide Assortments

Retail E-Commerce Gains Traction with Convenience and Promotions

Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Air Care

Chart 33 - Real GDP Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Air Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bleach in Serbia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bleach Summary

KEY INDUSTRY TRENDS

Chart 39 - Key Industry Trends for Bleach

INDUSTRY PERFORMANCE

Shifting Consumer Preferences Impact Sales

Mood-Boosting Trend Drives Consumer Preferences

Chart 40 - Gentler Formulations Driving Health-Conscious Cleaning Choices in Bleach

Kalyon Ultra Laundry Bleach Capitalises on Mood-Boosting Trend

Chart 41 - Value Sales 2020-2030

Chart 42 - Volume Sales 2020-2030

WHAT'S NEXT?

Low-Cost Bleach Formats Sustain Category Growth

Product Innovations Attract Younger Consumers

Chart 43 - Analyst Insight for Bleach

Sustainability Concerns Drive Consumer Choices

Chart 44 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Fater Spa and Panonija Ad Dominate Market Share

Chart 45 - Company Shares 2025

Chart 46 - Brand Shares 2025

CHANNELS

Supermarkets Maintain Lead, Discounters Grow

Retail E-Commerce Gradually Gains Traction with Convenience

Chart 47 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 48 - Economic Context for Bleach

Chart 49 - Real GDP Growth 2020-2030

Chart 50 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 51 - Consumer Context for Bleach

Chart 52 - Population 2020-2030

Chart 53 - Consumer Expenditure 2020-2030

Chart 54 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Dishwashing in Serbia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Dishwashing Summary

KEY INDUSTRY TRENDS

Chart 55 - Key Industry Trends for Dishwashing

INDUSTRY PERFORMANCE

Evolving Dishwashing Formats Drive Growth

Chart 56 - Evolving Dishwashing Formats Driven by Convenience and Multifunctionality

Automatic Dishwashing Drives Growth with Multifunctionality

Sustainability Gains Traction among Eco-Conscious Consumers

Chart 57 - Sustainability Shaping Eco-Conscious Choices in Dishwashing

Chart 58 - Value Sales 2020-2030

Chart 59 - Volume Sales 2020-2030

Chart 60 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Drive Growth with Convenience-Focused Purchases

Chart 61 - Analyst Insight for Dishwashing

Automatic Dishwashing to Leads Growth, Hand Dishwashing to Innovate

Price Sensitivity and Sustainability Shape Future Trends

Chart 62 - Forecast Value Sales 2020-2030

Chart 63 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Henkel and Procter & Gamble Lead with Strategic Diversification

Chart 64 - Company Shares 2025

Chart 65 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Lead Retail Sales

Retail E-Commerce Gains Traction as Buyers Seek Convenience

Chart 66 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 67 - Economic Context for Dishwashing

Chart 68 - Real GDP Growth 2020-2030

Chart 69 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 70 - Consumer Context for Dishwashing

Chart 71 - Population 2020-2030

Chart 72 - Consumer Expenditure 2020-2030

Chart 73 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Insecticides in Serbia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Insecticides Summary

KEY INDUSTRY TRENDS

Chart 74 - Key Industry Trends for Home Insecticides

INDUSTRY PERFORMANCE

Safer Products Drive Sales Amidst Urban Challenges

Electric Insecticides Dominate the Market

Chart 75 - Biokill Extra Brings Low-Toxic, Long-Lasting Insect Protection to Serbian Homes

Dasigo's Biokill Extra Sets a New Standard for Low-Toxicity Insecticides

Chart 76 - Value Sales 2020-2030

Chart 77 - Volume Sales 2020-2030

Chart 78 - Value Sales by Category 2025

WHAT'S NEXT?

Home Insecticides Market to Maintain Growth, Driven by Climate Change

Chart 79 - Analyst Insight for Home Insecticides

Electric Insecticides to Gain Traction with Health-Conscious Consumers

Private Label Expansion to Meet Demand for Affordable Options

Chart 80 - Forecast Value Sales 2020-2030

Chart 81 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Raid Maintains Dominance with Strong Brand Trust and Innovation

Chart 82 - Company Shares 2025

Chart 83 - Brand Shares 2025

CHANNELS

Modern Grocery Retailers Dominate Home Insecticides Sales

E-Commerce Growth Driven by Convenience and Product Variety

Chart 84 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 85 - Economic Context for Home Insecticides

Chart 86 - Real GDP Growth 2020-2030

Chart 87 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 88 - Consumer Context for Home Insecticides

Chart 89 - Population 2020-2030

Chart 90 - Consumer Expenditure 2020-2030

Chart 91 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Laundry Care in Serbia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Laundry Care Summary

KEY INDUSTRY TRENDS

Chart 92 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Multifunctionality Drives Sales Amidst Market Fragmentation

Chart 93 - Henkel Leverages Multifunctional Laundry Discs to Meet Convenience and Efficiency Demand in Serbia

Laundry Detergents Dominate, Fabric Softeners Show Dynamic Growth

Chart 94 - Ariel and Lenor'S "Fresh Breeze of Greek Islands" Line Highlights Mood-Boosting Laundry Fragrances.

Mood-Boosting Ingredients Shape Innovation

Chart 95 - Value Sales 2020-2030

Chart 96 - Volume Sales 2020-2030

Chart 97 - Value Sales by Category 2025

WHAT'S NEXT?

Premiumisation and Sustainability to Drive Long-Term Growth

Chart 98 - Analyst Insight for Laundry Care

Laundry Detergents to Remain Largest Component
Innovation and Private Label to Drive Competitive Landscape
Chart 99 - Forecast Value Sales 2020-2030
Chart 100 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Henkel and Beohemija Lead with Premium and Affordable Offerings
Chart 101 - Company Shares 2025
Chart 102 - Brand Shares 2025

CHANNELS

Hypermarkets, Supermarkets and Discounters Drive Offline Sales with Broad Offerings
Retail E-Commerce Gains Traction with Convenience and Niche Products
Chart 103 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 104 - Economic Context for Laundry Care
Chart 105 - Real GDP Growth 2020-2030
Chart 106 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 107 - Consumer Context for Laundry Care
Chart 108 - Population 2020-2030
Chart 109 - Consumer Expenditure 2020-2030
Chart 110 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Polishes in Serbia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Polishes Summary

KEY INDUSTRY TRENDS

Chart 111 - Key Industry Trends for Polishes

INDUSTRY PERFORMANCE

Demand for Multifunctional Products Drives Growth
Innovation Targeted Towards All-In-One Formats
Chart 112 - Multifunctionality Driving Convenience and Value in Polish Category
Shoe Polish Dominates, Driven by Steady Demand
Chart 113 - Value Sales 2020-2030
Chart 114 - Volume Sales 2020-2030
Chart 115 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Drive Demand for Multifunctional Polishes
Chart 116 - Analyst Insight for Polishes
Shoe Polish Maintains Dominant Share
Health and Wellness Considerations Shape Innovation
Chart 117 - Forecast Value Sales 2020-2030
Chart 118 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

SC Johnson & Son and Werner & Mertz Drive Market Share

Chart 119 - Company Shares 2025

Chart 120 - Brand Shares 2025

CHANNELS

Supermarkets Lead Sales, Discounters Show Growth

Retail E-Commerce Remains Negligible Due to Low Unit Prices

Chart 121 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 122 - Economic Context for Polishes

Chart 123 - Real GDP Growth 2020-2030

Chart 124 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 125 - Consumer Context for Polishes

Chart 126 - Population 2020-2030

Chart 127 - Consumer Expenditure 2020-2030

Chart 128 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Surface Care in Serbia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Surface Care Summary

KEY INDUSTRY TRENDS

Chart 129 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Health and Wellness Trend Drives Growth in Surface Care

Chart 130 - Domestos Launches Power Foam with 99.99% Germ-Kill Technology for Health-Conscious Consumers

Multi-Purpose Cleaners Dominate Surface Care Sales

Chart 131 - Analyst Insight for Surface Care

Private Label Gains Traction in Surface Care

Chart 132 - Value Sales 2020-2030

Chart 133 - Volume Sales 2020-2030

Chart 134 - Value Sales by Category 2025

WHAT'S NEXT?

Multi-Purpose Cleaners to Drive Growth

Private Label Products Gain Traction with Affordable Pricing

Health Awareness and Regulations to Drive Innovation

Chart 135 - Forecast Value Sales 2020-2030

Chart 136 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Henkel Lead with Established Brands and Strategies

Chart 137 - Company Shares 2025

Chart 138 - Brand Shares 2025

CHANNELS

Supermarkets Lead Surface Care Sales, Discounters Gain Share

Retail E-Commerce Poised for Growth with Convenience

Chart 139 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 140 - Economic Context for Surface Care

Chart 141 - Real GDP Growth 2020-2030

Chart 142 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 143 - Consumer Context for Surface Care

Chart 144 - Population 2020-2030

Chart 145 - Consumer Expenditure 2020-2030

Chart 146 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Toilet Care in Serbia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Toilet Care Summary

KEY INDUSTRY TRENDS

Chart 147 - Key Industry Trends for Toilet Care

INDUSTRY PERFORMANCE

Growth and Innovation Apparent in Both Premium and Affordable Markets

Chart 148 - Analyst Insight for Toilet Care

Denkmit'S Innovative Format Captures Serbian Consumers

Chart 149 - Denkmit'S Plastic-Free Fruity Trio Redefines Toilet Fresheners

Private Label Gains Traction Amid Economic Uncertainty

Chart 150 - Value Sales 2020-2030

Chart 151 - Volume Sales 2020-2030

Chart 152 - Value Sales by Category 2025

WHAT'S NEXT?

Shifting Consumer Preferences Drive Market Growth and Innovation

In-Cistern Devices Emerge as a Growth Driver

Private Label Growth and Multifunctionality Shape Future Landscape

Chart 153 - Forecast Value Sales 2020-2030

Chart 154 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Henkel Srbija Doo Leads with Competitive Pricing and Wide Portfolio

Chart 155 - Company Shares 2025

Chart 156 - Brand Shares 2025

CHANNELS

Discounters Drive Growth with Low-Priced Private Label Products

Retail E-Commerce Slowly Gains Traction with Urban Consumers

Chart 157 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 158 - Economic Context for Toilet Care

Chart 159 - Real GDP Growth 2020-2030

Chart 160 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 161 - Consumer Context for Toilet Care

Chart 162 - Population 2020-2030

Chart 163 - Consumer Expenditure 2020-2030

Chart 164 - 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/home-care-in-serbia/report.