



Euromonitor
International

Surface Care in Serbia

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Surface Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Health and Wellness Trend Drives Growth in Surface Care

Chart 2 - Domestos Launches Power Foam with 99.99% Germ-Kill Technology for Health-Conscious Consumers

Multi-Purpose Cleaners Dominate Surface Care Sales

Chart 3 - Analyst Insight for Surface Care

Private Label Gains Traction in Surface Care

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - 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 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Henkel Lead with Established Brands and Strategies

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Supermarkets Lead Surface Care Sales, Discounters Gain Share

Retail E-Commerce Poised for Growth with Convenience

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Surface Care

Chart 13 - Real GDP Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Surface Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Convenience and Quality Drive Home Care Sales

Chart 20 - Evolving Formats Driven by Convenience and Multifunctionality

Private Label Products Gain Traction among Value-Conscious Consumers

Chart 21 - Value-Driven Private Labels Gaining Consumer Trust in Serbia'S Home Care Market

Health and Wellness Trend Reshapes Product Offerings and Consumer Preferences

Chart 22 - Domestos Launches Power Foam with 99.99% Germ-Kill Technology for Health-Conscious Consumers

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Value-Driven Consumers Drive Growth through Affordability

Chart 26 - Analyst Insight for Home Care

Laundry Care Holds Largest Shares, Dishwashing Drives Growth

Wellness and Sustainability Resonate with Consumers

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

HENKEL MAINTAINS LEAD THROUGH DIVERSIFIED PORTFOLIO AND INNOVATION

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Supermarkets Lead Home Care Sales, Discounters Gain Traction

Retail E-Commerce Grows Steadily Driven by Convenience

Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Home Care

Chart 33 - Real GDP Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Home Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - 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/surface-care-in-serbia/report.