

oralna higijena



CUBE: STATISTIČKI PODACI O UVOZU I IZVOZU SREDSTAVA ZA ORALNU HIGIJENU U SRBIJI U 2014. I PRVOM KVARTALU 2015.

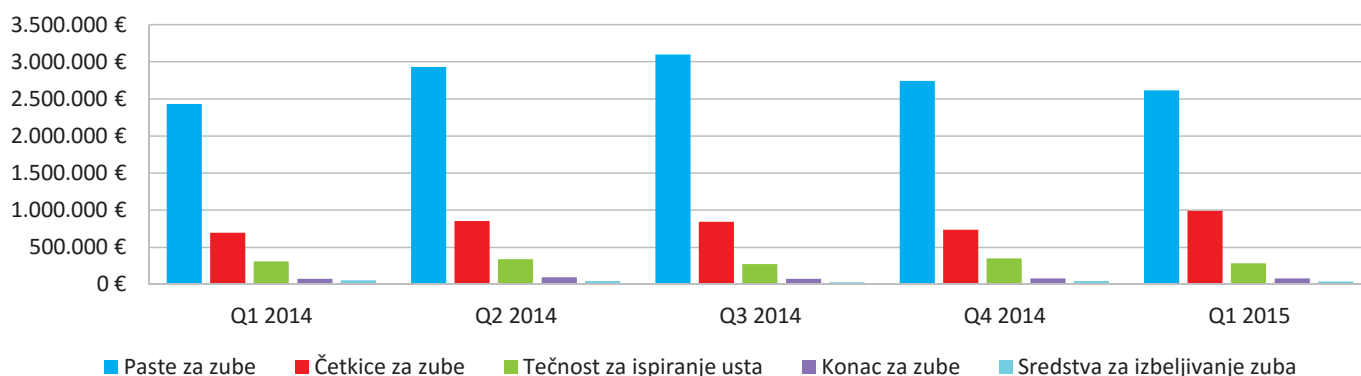
Najviše uvozimo paste za zube

Izvor: Cube Risk Management Solutions

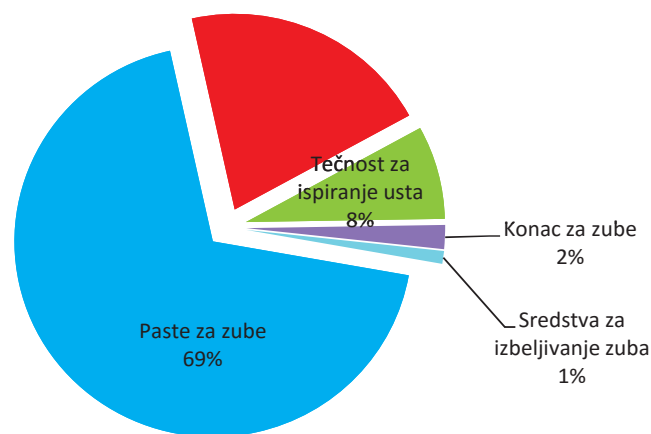
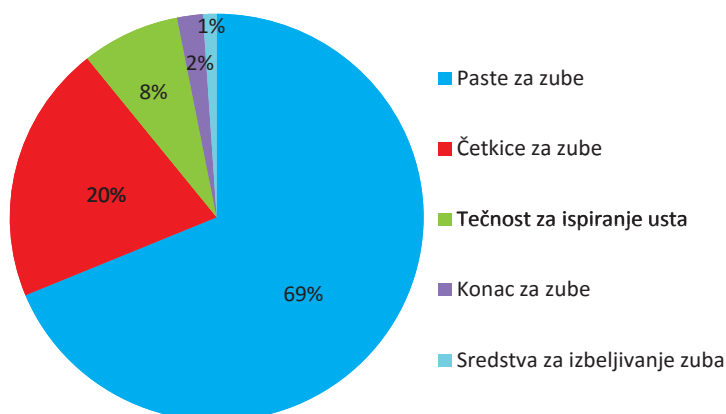
Pregled ukupnog uvoza sredstava za oralnu higijenu

u EUR

Proizvod	Q1 2014	Q2 2014	Q3 2014	Q4 2014	Ukupno 2014	Q1 2015	Ukupno
Paste za zube	2.433.877 €	2.933.167 €	3.100.758 €	2.743.475 €	11.211.277 €	2.614.247 €	13.825.524 €
Četkice za zube	696.584 €	853.107 €	842.321 €	735.355 €	3.127.367 €	990.755 €	4.118.122 €
Tečnost za ispiranje usta	310.072 €	337.649 €	271.061 €	348.432 €	1.267.214 €	282.780 €	1.549.994 €
Konac za zube	75.162 €	93.730 €	76.980 €	77.676 €	323.548 €	80.347 €	403.895 €
Sredstva za izbeljivanje zuba	55.576 €	43.983 €	31.621 €	41.909 €	173.089 €	39.878 €	212.967 €
Ukupno	3.571.271 €	4.261.636 €	4.322.741 €	3.946.847 €	16.102.495 €	4.008.007 €	20.110.502 €



Učešće grupa proizvoda u strukturi uvoza





Pregled top 10 uvoznika analiziranih proizvoda

u EUR

Naziv kompanije	Q1 2014	Q2 2014	Q3 2014	Q4 2014	Ukupno 2014	Q1 2015	Ukupno
AWT INTERNATIONAL	1.624.101 €	1.584.426 €	1.751.683 €	1.640.469 €	6.600.679 €	1.585.505 €	8.186.184 €
NELT CO	472.593 €	708.759 €	675.988 €	546.213 €	2.403.553 €	484.852 €	2.888.405 €
ALCA TRGOVINA	4.283 €	553.491 €	497.683 €	400.977 €	1.456.434 €	491.551 €	1.947.985 €
HENKEL SRBIJA	253.300 €	232.663 €	251.172 €	176.940 €	914.075 €	184.353 €	1.098.428 €
CORE DISTRIBUTION	179.366 €	191.534 €	174.301 €	290.451 €	835.652 €	132.807 €	968.459 €
ORALENT D.O.O.	99.991 €	117.688 €	93.190 €	29.844 €	340.713 €	341.279 €	681.992 €
DR.THEISS	110.501 €	107.445 €	88.640 €	118.360 €	424.946 €	110.254 €	535.200 €
EVROPA LEK PHARMA	79.032 €	111.469 €	56.795 €	147.514 €	394.810 €	104.208 €	499.018 €
UNILEVER	61.543 €	92.645 €	133.615 €	117.283 €	405.086 €	87.500 €	492.586 €
DM DROGERIE	40.029 €	42.586 €	77.230 €	57.108 €	216.953 €	95.759 €	312.712 €
OSTALI	646.532 €	518.930 €	522.444 €	421.688 €	2.109.594 €	389.939 €	2.499.533 €
UKUPNO	3.571.271 €	4.261.636 €	4.322.741 €	3.946.847 €	16.102.495 €	4.008.007 €	20.110.502 €

Pregled zemalja iz kojih se najviše uvozi

u EUR

Zemlja uvoza	Q1 2014	Q2 2014	Q3 2014	Q4 2014	Ukupno 2014	Q1 2015	Ukupno
Slovenija	1.991.452 €	1.961.390 €	2.160.113 €	1.857.566 €	7.970.521 €	2.106.575 €	10.077.096 €
Rumunija	556.836 €	818.148 €	810.167 €	663.572 €	2.848.723 €	568.600 €	3.417.323 €
Mađarska	418.315 €	752.226 €	695.325 €	653.809 €	2.519.675 €	769.226 €	3.288.901 €
Italija	269.343 €	265.815 €	251.745 €	375.457 €	1.162.360 €	206.219 €	1.368.579 €
Nemačka	117.542 €	149.727 €	113.756 €	128.407 €	509.432 €	124.670 €	634.102 €
Bugarska	63.595 €	82.697 €	80.798 €	60.310 €	287.400 €	66.902 €	354.302 €
Holandija	32.286 €	40.708 €	13.109 €	24.037 €	110.140 €	33.090 €	143.230 €
Austrija	7.471 €	28.053 €	28.393 €	6.466 €	70.383 €	12.907 €	83.290 €
Švedska	13.323 €	17.990 €	11.341 €	17.795 €	60.449 €	16.588 €	77.037 €
Kina	15.971 €	13.721 €	14.435 €	14.339 €	58.466 €	16.393 €	74.859 €
Ostale	85.137 €	131.161 €	143.559 €	145.089 €	504.946 €	86.837 €	591.783 €
Ukupno	3.571.271 €	4.261.636 €	4.322.741 €	3.946.847 €	16.102.495 €	4.008.007 €	20.110.502 €

Grafički prikaz učešća top 5 zemalja u uvozu analiziranih proizvoda

