

**Baby and Child-Specific Products in Serbia**

Market Direction | 2022-06-15 | 23 pages | Euromonitor

**AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

**Report description:**

While baby and child-specific products posted an overall decline in retail volume and current value sales in 2021, most categories saw better retail volume and current value sales performances, compared to 2020. Baby and child-specific products was heavily impacted by the Coronavirus (COVID-19) in 2020. However, a spike in overall growth was registered in 2020, as heightened awareness of the importance of hygiene and sanitation in the wake of the virus boosted sales of by far the largest categor...

Euromonitor International's Baby and Child-specific Products in Serbia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

**Why buy this report?**

- \* Get a detailed picture of the Baby and Child-specific Products market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Baby and Child-Specific Products in Serbia

Euromonitor International

June 2022

### List Of Contents And Tables

#### BABY AND CHILD-SPECIFIC PRODUCTS IN SERBIA

##### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

Baby wipes dictates overall performance of baby and child-specific products in 2021

Players look to engage with consumers to build brand image and boost sales

Modern retailing development informs distribution shift

##### PROSPECTS AND OPPORTUNITIES

Demographic trends set to shrink potential consumer base and lower demand

Baby and child-specific skin care to benefit from improving offer and awareness of the need for specialist products

Players to shift their focus in search of growth opportunities

##### CATEGORY DATA

Table 1 Sales of Baby and Child-specific Products by Category: Value 2016-2021

Table 2 Sales of Baby and Child-specific Products by Category: % Value Growth 2016-2021

Table 3 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2016-2021

Table 4 NBO Company Shares of Baby and Child-specific Products: % Value 2017-2021

Table 5 LBN Brand Shares of Baby and Child-specific Products: % Value 2018-2021

Table 6 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2018-2021

Table 7 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2018-2021

Table 8 Forecast Sales of Baby and Child-specific Products by Category: Value 2021-2026

Table 9 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2021-2026

Table 10 Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2021-2026

#### BEAUTY AND PERSONAL CARE IN SERBIA

##### EXECUTIVE SUMMARY

Beauty and personal care in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

##### MARKET DATA

Table 11 Sales of Beauty and Personal Care by Category: Value 2016-2021

Table 12 Sales of Beauty and Personal Care by Category: % Value Growth 2016-2021

Table 13 GBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 14 NBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 15 LBN Brand Shares of Beauty and Personal Care: % Value 2018-2021

Table 16 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2016-2021

Table 17 Distribution of Beauty and Personal Care by Format: % Value 2016-2021

Table 18 Distribution of Beauty and Personal Care by Format and Category: % Value 2021

Table 19 Forecast Sales of Beauty and Personal Care by Category: Value 2021-2026

Table 20 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2021-2026

##### DISCLAIMER

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

## SOURCES

### Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

**Baby and Child-Specific Products in Serbia**

Market Direction | 2022-06-15 | 23 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-18
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)