

Bath and Shower in Serbia

Market Direction | 2022-06-15 | 22 pages | Euromonitor

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Report description:

Bath and shower recorded a negative performance in terms of retail volume and current value growth in 2021. However, this was a direct consequence of the Coronavirus (COVID-19) crisis on the performance of bath and shower in 2020. The pandemic led to stockpiling and generally higher demand for bath and shower products in line with heightened awareness of the importance of hygiene and sanitation in the wake of the outbreak of the virus. Thus, sales rose exponentially for hand sanitisers and spike...

Euromonitor International's Bath and Shower 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: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

- * Get a detailed picture of the Bath and Shower 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.

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BATH AND SHOWER IN SERBIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Downturn but retail volume and value sales remain higher in 2021 due to robust awareness of hygiene and sanitation

Players continue to invest in social initiatives to build profile and consumer engagement and provide assistance

Focus on price promotions help Felce Azzurra to grow retail value share in 2021

PROSPECTS AND OPPORTUNITIES

Robust hygiene and sanitation trend to underpin positive performance

Modern retailing trend to spur interest in private label

Growth potential expected to see strong new product development in body wash/shower gel

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