

Fragrances in Serbia

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

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Report description:

In general, consumers were reluctant to spend on perceived non-essential products, such as fragrances, during 2020, partly due to the economic effects of the Coronavirus (COVID-19) pandemic. Moreover, lockdowns and social distancing and work-from-home policies and limitations on socialising severely reduced consumption occasions. As a result, the category saw sharp retail volume and current value sales declines in 2020. However, in 2021, the easing of restrictions and the return to pre-pandemic w...

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- * Get a detailed picture of the Fragrances 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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FRAGRANCES IN SERBIA

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2021 DEVELOPMENTS

Reopening of society increases consumption occasions in 2021

Further development and growth of e-commerce although the preference for trying fragrances before purchasing maintains dominance of store-based retailing

Manufacturers continue to use discounts to lure consumers in a still tough economic environment

PROSPECTS AND OPPORTUNITIES

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Premium products at mass prices likely to pique the interest of consumers

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