

## **Hair Care in Serbia**

Market Direction | 2022-06-15 | 24 pages | Euromonitor

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### **Report description:**

Hair care as a whole recorded a strong rebound in retail volume and current value sales in 2021, following a lacklustre performance in 2020. Styling agents and salon professional hair care were hit hard by the exigencies of the Coronavirus (COVID-19) pandemic in 2020, due to hair salon closures and lockdowns, which lowered the access to and/or demand for these products. This is why these two categories were among the fastest-growing areas in hair care in 2021. Consumers purchased these products...

Euromonitor International's Hair Care 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: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

Why buy this report?

- \* Get a detailed picture of the Hair Care 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.

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Strong rebound from lacklustre 2020 performance as consumers return to work and social norms

Sarantis taps into trend for exotic ingredients with a new line of shampoos

Growing offer of value for money products continues private label's upward share trajectory

##### PROSPECTS AND OPPORTUNITIES

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