

Mass Beauty and Personal Care in Serbia

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

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Report description:

Having gained retail value share in 2020, as consumers looked to cheaper or economy products in the wake of the economic fallout of the Coronavirus (COVID-19) pandemic, mass beauty and personal care ceded some ground to premium beauty and personal care over 2021. While premium beauty and personal care registered a much faster sales decline than mass beauty and personal care in 2020, a stabilisation of the pandemic situation supported higher growth for premium over mass categories in 2021. The ea...

Euromonitor International's Mass Beauty and Personal 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: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances , Mass Hair Care, Mass Skin Care.

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

Why buy this report?

- * Get a detailed picture of the Mass Beauty and Personal 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.

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Easing of the pandemic situation spurs mass adult sun care while stabilising mass bath and shower

Strong brand portfolio and positive price/quality perception boost L'Oreal Balkan

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Return to pre-pandemic lifestyles augurs well for use of mass beauty and personal care products

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