

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

Market Direction | 2023-05-12 | 19 pages | Euromonitor

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### **Report description:**

In Serbia, brand loyalty is high in baby and child-specific products. Parents tend to stick to brands that are deemed suitable for their children, rather than switching to cheaper alternatives. However, price sensitivity remains a key driver of demand for private label products that offer a good balance between price and quality. In 2022, more consumers bought baby and child-specific products on promotion due to many consumers' price sensitivity increasing.

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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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.

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Euromonitor International

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Urbanisation and birth rate drives demand for baby and child-specific products

Many consumers look for promotions allowing multinationals to grow value share

#### **PROSPECTS AND OPPORTUNITIES**

Rise in skin allergies set to boost sales of sensitive skin care ranges in the forecast period

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## SOURCES

### Summary 1 Research Sources

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