

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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More parents buy products on promotion while others buy dermocosmetics for their kids in 2022

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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