

Beauty and Personal Care in Bosnia and Herzegovina

Market Direction | 2023-05-03 | 100 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

Report description:

Beauty and personal care continued to enjoy solid growth in 2022 as the post COVID-19 recovery brought consumers back into retail stores and nurtured most categories back to pre-pandemic sales levels. Soaring inflation impacted unit prices with all categories responding to the increase in costs by elevating price, resulting in a surge in current value growth. The war in Ukraine has contributed to supply chain disruptions and raised production costs in 2022. However, rising food and energy costs...

Euromonitor International's Beauty and Personal Care in Bosnia and Herzegovina 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 Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun 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 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.

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.

Table of Contents:

Beauty and Personal Care in Bosnia and Herzegovina

Euromonitor International

May 2023

List Of Contents And Tables

BEAUTY AND PERSONAL CARE IN BOSNIA AND HERZEGOVINA

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 1 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 7 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 10 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

MASS BEAUTY AND PERSONAL CARE IN BOSNIA AND HERZEGOVINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rebound from pandemic supports mass segment

Sun care most dynamic category as travel recovers

Mass beauty and personal care products still faces competition from premium segment

PROSPECTS AND OPPORTUNITIES

Maturity of mass segment will put greater emphasis on innovation

Inflation and low-income levels will limit growth potential

E-commerce faces strong growth prospects

CATEGORY DATA

Table 11 Sales of Mass Beauty and Personal Care by Category: Value 2017-2022

Table 12 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 13 NBO Company Shares of Mass Beauty and Personal Care: % Value 2018-2022

Table 14 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2019-2022

Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2022-2027

Table 16 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2022-2027

PREMIUM BEAUTY AND PERSONAL CARE IN BOSNIA AND HERZEGOVINA

KEY DATA FINDINGS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

2022 DEVELOPMENTS

Premium segment achieves growth but obstacles remain

Premium hair care enjoys strongest growth

Rising cost of living leads to substitutions in premium segment

PROSPECTS AND OPPORTUNITIES

Premium beauty and personal care

Inflation and low-income levels hinder growth potential

E-commerce will bolster sales opportunities for premium brands

CATEGORY DATA

Table 17 Sales of Premium Beauty and Personal Care by Category: Value 2017-2022

Table 18 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 19 NBO Company Shares of Premium Beauty and Personal Care: % Value 2018-2022

Table 20 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2019-2022

Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2022-2027

Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2022-2027

BABY AND CHILD-SPECIFIC PRODUCTS IN BOSNIA AND HERZEGOVINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Inflation drives up average prices of baby and child-specific products

Sun care products rebound as travel picks up

Nappy rash treatments post weaker retail growth

PROSPECTS AND OPPORTUNITIES

Lower birth rates to hamper future growth potential

Demand for sun care thrives as holiday travel bounces back

Solid growth prospects in e-commerce

CATEGORY DATA

Table 23 Sales of Baby and Child-specific Products by Category: Value 2017-2022

Table 24 Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022

Table 25 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2017-2022

Table 26 NBO Company Shares of Baby and Child-specific Products: % Value 2018-2022

Table 27 LBN Brand Shares of Baby and Child-specific Products: % Value 2019-2022

Table 28 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2019-2022

Table 29 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2019-2022

Table 30 Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027

Table 31 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027

Table 32 Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2022-2027

BATH AND SHOWER IN BOSNIA AND HERZEGOVINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Bath and shower's performance shaped by high inflation rates

Sales of hand sanitisers begin to stabilise

Private label continues to strengthen retail value share

PROSPECTS AND OPPORTUNITIES

Bath and shower to face a slowdown

Niche products to gain appeal

Bar soap expected to decline

CATEGORY DATA

Table 33 Sales of Bath and Shower by Category: Value 2017-2022

Table 34 Sales of Bath and Shower by Category: % Value Growth 2017-2022

Table 35 Sales of Bath and Shower by Premium vs Mass: % Value 2017-2022

Table 36 NBO Company Shares of Bath and Shower: % Value 2018-2022

Table 37 LBN Brand Shares of Bath and Shower: % Value 2019-2022

Table 38 LBN Brand Shares of Premium Bath and Shower: % Value 2019-2022

Table 39 Forecast Sales of Bath and Shower by Category: Value 2022-2027

Table 40 Forecast Sales of Bath and Shower by Category: % Value Growth 2022-2027

Table 41 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2022-2027

COLOUR COSMETICS IN BOSNIA AND HERZEGOVINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Mixed performance in colour cosmetics as pandemic dissipates

Make-up trends combine minimal look with a splash of sparkle

Yves Saint Laurent embraces AI in colour cosmetics

PROSPECTS AND OPPORTUNITIES

Steady growth ahead for colour cosmetics

Health and wellness continues to shape colour cosmetics

Cosmetics sets/kits face stagnation

CATEGORY DATA

Table 42 Sales of Colour Cosmetics by Category: Value 2017-2022

Table 43 Sales of Colour Cosmetics by Category: % Value Growth 2017-2022

Table 44 Sales of Colour Cosmetics by Premium vs Mass: % Value 2017-2022

Table 45 NBO Company Shares of Colour Cosmetics: % Value 2018-2022

Table 46 LBN Brand Shares of Colour Cosmetics: % Value 2019-2022

Table 47 LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022

Table 48 Forecast Sales of Colour Cosmetics by Category: Value 2022-2027

Table 49 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027

Table 50 Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 2022-2027

DEODORANTS IN BOSNIA AND HERZEGOVINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Deodorants achieve stable demand amid price increases

Expansion in deodorant roll-ons brands

Manufacturers ramp up new product developments in roll-ons, sprays and sticks

PROSPECTS AND OPPORTUNITIES

Stable but low growth ahead for deodorants

Deodorant wipes face dynamic growth

E-commerce faces solid growth prospects in deodorants

CATEGORY DATA

Table 51 Sales of Deodorants by Category: Value 2017-2022

Table 52 Sales of Deodorants by Category: % Value Growth 2017-2022

Table 53 Sales of Deodorants by Premium vs Mass: % Value 2017-2022

Table 54 NBO Company Shares of Deodorants: % Value 2018-2022

Table 55 LBN Brand Shares of Deodorants: % Value 2019-2022

Table 56 LBN Brand Shares of Premium Deodorants: % Value 2019-2022

Table 57 Forecast Sales of Deodorants by Category: Value 2022-2027

Table 58 Forecast Sales of Deodorants by Category: % Value Growth 2022-2027

Table 59 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2022-2027

DEPILATORIES IN BOSNIA AND HERZEGOVINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Depilatories achieve stable growth in 2022

Women's pre-shave achieves best performance

Procter & Gamble retains its lead in 2022, whilst dm-Drogerie Markt continues to develop its presence

PROSPECTS AND OPPORTUNITIES

Marginal annual growth predicted in depilatories

Women's pre-shave to be most dynamic category

Multinationals to consolidate lead in depilatories

CATEGORY DATA

Table 60 Sales of Depilatories by Category: Value 2017-2022

Table 61 Sales of Depilatories by Category: % Value Growth 2017-2022

Table 62 NBO Company Shares of Depilatories: % Value 2018-2022

Table 63 LBN Brand Shares of Depilatories: % Value 2019-2022

Table 64 Forecast Sales of Depilatories by Category: Value 2022-2027

Table 65 Forecast Sales of Depilatories by Category: % Value Growth 2022-2027

FRAGRANCES IN BOSNIA AND HERZEGOVINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Slowdown in retail volume sales as prices rise

Mass men's fragrances enjoy dynamic growth

Product innovations leave their mark

PROSPECTS AND OPPORTUNITIES

Fragrances to witness robust demand for fragrances

Premium fragrance sets/kits to record the strongest growth

Premiumisation trend to gain momentum

CATEGORY DATA

Table 66 Sales of Fragrances by Category: Value 2017-2022

Table 67 Sales of Fragrances by Category: % Value Growth 2017-2022

Table 68 NBO Company Shares of Fragrances: % Value 2018-2022

Table 69 LBN Brand Shares of Fragrances: % Value 2019-2022

Table 70 LBN Brand Shares of Premium Men's Fragrances: % Value 2019-2022

Table 71 LBN Brand Shares of Premium Women's Fragrances: % Value 2019-2022

Table 72 Forecast Sales of Fragrances by Category: Value 2022-2027

Table 73 Forecast Sales of Fragrances by Category: % Value Growth 2022-2027

HAIR CARE IN BOSNIA AND HERZEGOVINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Hair care volume sales remain steady in the face of inflation

Consumers opt for products that add style

Manufacturers create innovations for salon use

PROSPECTS AND OPPORTUNITIES

Hair care largely faces steady growth

Salon professional hair care and hair loss treatments to gain popularity

Platform for further development of e-commerce

CATEGORY DATA

Table 74 Sales of Hair Care by Category: Value 2017-2022

Table 75 Sales of Hair Care by Category: % Value Growth 2017-2022

Table 76 Sales of Hair Care by Premium vs Mass: % Value 2017-2022

Table 77 NBO Company Shares of Hair Care: % Value 2018-2022

Table 78 LBN Brand Shares of Hair Care: % Value 2019-2022

Table 79 NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022

Table 80 LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022

Table 81 LBN Brand Shares of Premium Hair Care: % Value 2019-2022

Table 82 Forecast Sales of Hair Care by Category: Value 2022-2027

Table 83 □Forecast Sales of Hair Care by Category: % Value Growth 2022-2027

Table 84 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027

MEN'S GROOMING IN BOSNIA AND HERZEGOVINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Men's grooming enjoys steady growth despite inflationary pressure

Men's skin care driven by mass products as consumers economise

Strong growth in e-commerce channel

PROSPECTS AND OPPORTUNITIES

Men's grooming products to enjoy steady volume growth

Propensity to spend on men's grooming will rise

Premium categories to gain acceptance among affluent groups

CATEGORY DATA

Table 85 Sales of Men's Grooming by Category: Value 2017-2022

Table 86 Sales of Men's Grooming by Category: % Value Growth 2017-2022

Table 87 Sales of Men's Razors and Blades by Type: % Value Breakdown 2019-2022

Table 88 Sales of Men's Skin Care by Type: % Value Breakdown 2019-2022

Table 89 NBO Company Shares of Men's Grooming: % Value 2018-2022

Table 90 LBN Brand Shares of Men's Grooming: % Value 2019-2022

Table 91 LBN Brand Shares of Men's Razors and Blades: % Value 2019-2022

Table 92 Forecast Sales of Men's Grooming by Category: Value 2022-2027

Table 93 Forecast Sales of Men's Grooming by Category: % Value Growth 2022-2027

ORAL CARE IN BOSNIA AND HERZEGOVINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Oral care enjoys positive volume sales despite rising prices

Strong growth from smaller oral care categories

Ecodenta rolls out range of nature-based vegan toothpastes

PROSPECTS AND OPPORTUNITIES

Slow down expected in oral care

Battery toothbrushes set to prosper

Mouth fresheners/dental fresheners face competition from advancement in toothpastes

CATEGORY DATA

Table 94 Sales of Oral Care by Category: Value 2017-2022

Table 95 Sales of Oral Care by Category: % Value Growth 2017-2022

Table 96 Sales of Toothbrushes by Category: Value 2017-2022

Table 97 Sales of Toothbrushes by Category: % Value Growth 2017-2022

Table 98 Sales of Toothpaste by Type: % Value Breakdown 2018-2022

Table 99 NBO Company Shares of Oral Care: % Value 2018-2022

Table 100 LBN Brand Shares of Oral Care: % Value 2019-2022

Table 101 Forecast Sales of Oral Care by Category: Value 2022-2027

Table 102 Forecast Sales of Oral Care by Category: % Value Growth 2022-2027

Table 103 □Forecast Sales of Toothbrushes by Category: Value 2022-2027

Table 104 □Forecast Sales of Toothbrushes by Category: % Value Growth 2022-2027

SKIN CARE IN BOSNIA AND HERZEGOVINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Skin care demand strengthens as consumers invest in healthy looking skin

Premiumisation trend shapes skin care category

Product development extends to devices and online services

PROSPECTS AND OPPORTUNITIES

Growing consumer interest in skin care will underpin sales

Premiumisation to impact skin care

Influx of premium brands anticipated

CATEGORY DATA

Table 105 Sales of Skin Care by Category: Value 2017-2022

Table 106 Sales of Skin Care by Category: % Value Growth 2017-2022

Table 107 NBO Company Shares of Skin Care: % Value 2018-2022

Table 108 LBN Brand Shares of Skin Care: % Value 2019-2022

Table 109 LBN Brand Shares of Premium Skin Care: % Value 2019-2022

Table 110 Forecast Sales of Skin Care by Category: Value 2022-2027

Table 111 Forecast Sales of Skin Care by Category: % Value Growth 2022-2027

SUN CARE IN BOSNIA AND HERZEGOVINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Travel rebound restores growth in sun care

Baby and child-specific is buoyant category

Gala Group launches Gloria facial sun protection

PROSPECTS AND OPPORTUNITIES

Recovery from pandemic will continue at start of forecast period

Sun care will be boosted by higher incidence of travel

Baby and child-specific sun care fuelled by health concerns

CATEGORY DATA

Table 112 Sales of Sun Care by Category: Value 2017-2022

Table 113 Sales of Sun Care by Category: % Value Growth 2017-2022

Table 114 Sales of Sun Care by Premium vs Mass: % Value 2017-2022

Table 115 NBO Company Shares of Sun Care: % Value 2018-2022

Table 116 LBN Brand Shares of Sun Care: % Value 2019-2022

Table 117 LBN Brand Shares of Premium Adult Sun Care: % Value 2019-2022

Table 118 Forecast Sales of Sun Care by Category: Value 2022-2027

Table 119 Forecast Sales of Sun Care by Category: % Value Growth 2022-2027

Beauty and Personal Care in Bosnia and Herzegovina

Market Direction | 2023-05-03 | 100 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-18
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com