

## **Deodorants in Serbia**

Market Direction | 2023-05-12 | 18 pages | Euromonitor

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### **Report description:**

Traditional deodorants is experiencing slight demand due to consumers purchasing it less frequently. Conversely, antiperspirants, which forms part of deodorants, are generally more popular than classic deodorants, which drove healthy value sales growth in 2022. Serbians generally prefer deodorants that offer a longer-lasting effect. Furthermore, producers are introducing innovation in antiperspirants more frequently than in deodorants.

Euromonitor International's Deodorants 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: Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant Wipes.

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

Why buy this report?

- \* Get a detailed picture of the Deodorants 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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## Table of Contents:

Deodorants in Serbia  
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### List Of Contents And Tables

#### DEODORANTS IN SERBIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Demand for deodorants driven by antiperspirants in 2022 due to its enduring effect

Deodorants offer high discounts in 2022 as many consumers are price sensitive

Parallel imports puts price pressure on retailers in 2022, due to high prices

##### PROSPECTS AND OPPORTUNITIES

Rising prices set to boost discounts and competition with illegally imported deodorants

Consumers likely to remain focussed on prices rather than brands over the forecast period

Consumers will demand effective deodorants that is also healthy over the forecast period

##### CATEGORY DATA

Table 1 Sales of Deodorants by Category: Value 2017-2022

Table 2 Sales of Deodorants by Category: % Value Growth 2017-2022

Table 3 Sales of Deodorants by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Deodorants: % Value 2018-2022

Table 5 LBN Brand Shares of Deodorants: % Value 2019-2022

Table 6 LBN Brand Shares of Premium Deodorants: % Value 2019-2022

Table 7 Forecast Sales of Deodorants by Category: Value 2022-2027

Table 8 Forecast Sales of Deodorants by Category: % Value Growth 2022-2027

Table 9 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2022-2027

#### BEAUTY AND PERSONAL CARE IN SERBIA

##### 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 10 Sales of Beauty and Personal Care by Category: Value 2017-2022

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

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

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

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

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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