

Depilatories in Serbia

Market Direction | 2023-05-12 | 17 pages | Euromonitor

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Report description:

Volume sales of depilatories increased slightly in 2022 due to many consumers' returning to pre-pandemic lifestyles, as women spent more time outside of their homes. However, this sales growth is hampered by the return of many women to salons and hair removal specialists, as this option is often more convenient and provides longer-lasting results.

Euromonitor International's Depilatories 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: Hair Removers/Bleaches, Women's Pre-Shave, Women's Razors and Blades.

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

Why buy this report?

- * Get a detailed picture of the Depilatories 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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Sales hampered by women's return to hair removal specialists in 2022

Brands grow value share thanks to large advertising budgets in 2022

Consumers are more price sensitive in 2022, leading to slower volume sales

PROSPECTS AND OPPORTUNITIES

Sales of depilatories likely to decline in the forecast period as salons become more popular

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