

Fragrances in Serbia

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

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Report description:

There was a slight shift towards lower mass segments in mass fragrances due to growing price sensitivity in 2022. Mid-priced mass fragrances experienced a decline, while semi-selective fragrances (priced between EUR25-40) or high-priced mass fragrances, such as Antonio Banderas (Puig SL) and Christina Aguilera, continued to record value sales growth.

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- * Get a detailed picture of the Fragrances 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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Shift to more affordable segments in mass fragrances during 2022

New product development stimulate sales growth in 2022

Rising unit prices and mature competitive landscape results in stable volume sales in 2022

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