

## **Hair Care in Serbia**

Market Direction | 2023-05-12 | 20 pages | Euromonitor

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### **Report description:**

In 2022, volume sales of colourants recorded growth after seeing a decline in 2020 and 2021. The return of Serbians to pre-pandemic lifestyles stimulated this demand. Brand loyalty remained high among consumers, who rarely switch to different brands. Henkel Srbija doo with its Schwarzkopf Palette, Schauma and Glamour Wave brands continued to be the leading player. However, approximately 30% of colourants were purchased at a discount.

Euromonitor International's Hair Care 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: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

Why buy this report?

- \* Get a detailed picture of the Hair 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.

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Consumers increasingly seek natural ingredients in hair care

Salon professional hair care sales hampered in 2022 due to consumers getting used to caring for their hair at home

##### PROSPECTS AND OPPORTUNITIES

Sales of conditioners and treatments set to increase due to rising consumer awareness

Players likely to expand their ranges with more natural and sophisticated products

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