

## **Men's Grooming in Serbia**

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

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### **Report description:**

In 2022, men paid more attention to their appearance. The number of men's grooming occasions increased as many consumers returned to their pre-pandemic lifestyle and spent more time outside the home. Premium men's toiletries and premium men's fragrances recorded higher value sales growth, albeit from a low base, than the mass counterparts thanks to a growing number of occasions when premium beauty and personal care products could be used. Despite men's rising awareness of grooming products, stil...

Euromonitor International's Men's Grooming 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: Men's Fragrances, Men's Shaving, Men's Toiletries.

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

Why buy this report?

- \* Get a detailed picture of the Men's Grooming 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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Euromonitor International  
May 2023

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Premium toiletries and fragrances grow at a faster rate than their mass counterparts in 2022

Men's grooming rising in popularity in 2022, with this trend stimulated by social media

Increasing demand for convenient and more advanced men's grooming products

#### PROSPECTS AND OPPORTUNITIES

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