

Premium Beauty and Personal Care in Serbia

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

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Report description:

In the first half of 2022, consumer spending in Serbia increased as people returned to their pre-pandemic lifestyles, spending more time outdoors and using premium beauty and personal care products on more occasions. While most consumers reserve premium beauty and personal care products for special occasions, the variety of these products is expanding, with new offerings being advertised to stimulate demand.

Euromonitor International's Premium Beauty and Personal 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: Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium Skin Care.

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

Why buy this report?

- * Get a detailed picture of the Premium Beauty and Personal 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Sales rise as consumers return to pre-pandemic lifestyle in the first half of 2022

Consumers continue buying premium but at a lower price in the second half of 2022

Players concentrate on innovation on skin care, while consumers focus on ingredients in 2022

PROSPECTS AND OPPORTUNITIES

Price sensitive consumers likely to down trade thanks to continuation of rising prices in 2023

Consumers set to remain focused on effective solutions to skin care concerns in the forecast period

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