

Skin Care in Serbia

Market Direction | 2023-05-12 | 21 pages | Euromonitor

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Report description:

During the review period, there was a shift in skin care trends in Serbia from natural skin care to expert care. Consumers increasingly paid attention to functional skin care that effectively addressed specific skin issues. This led to a growth in the pharmacy distribution channel in 2022. Furthermore, health and personal care stores, such as DM and Lilly, responded to the growing demand for expert skin care by increasing their assortment of exclusive products. They also expanded their shelf spa...

Euromonitor International's Skin 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: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

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

Why buy this report?

- * Get a detailed picture of the Skin 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.

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Shelve space for dermocosmetics increase as consumers are more concerned about skin care in 2022

Demand for facial care boosted by advertisements and social media in 2022

Consumers have a rising interest in ingredients of facial care in 2022, due to sensitivities

PROSPECTS AND OPPORTUNITIES

Demand likely to be driven by social media and younger consumers in the forecast period

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