

Sun Care in Serbia

Market Direction | 2023-05-12 | 18 pages | Euromonitor

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Report description:

In 2022, value and volume sales growth of sun care in Serbia was boosted by most consumers' return to pre-pandemic lifestyles. Many Serbians started spending more time outdoors, and they also resumed traveling. Before traveling, they tend to purchase sun care products in Serbia. Aftersun products that help maintain the skin's tanned colour are in high demand, and sun care with a coconut scent is the most popular. Skin tanning is also highly desired, especially in May when consumers want to prepa...

Euromonitor International's Sun 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: Adult Sun Care, Baby and Child-specific Sun 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 Sun 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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Consumers' return to pre-pandemic lifestyles boost sales in 2022

Consumer awareness about skin care is rising, boosting demand for sun care in 2022

Sun protection remains largest category with most innovation in 2022

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Sales of sun care to be stable during the forecast period, with most usage in the summer

Sales of sun protection set to be boosted by rising awareness of sun exposure in the forecast period

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