

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.

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.

Table of Contents:

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List Of Contents And Tables

SUN CARE IN SERBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

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

Nivea Sun and Carroten likely to retain leading positions in forecast period due to innovation and promotion

CATEGORY DATA

Table 1 Sales of Sun Care by Category: Value 2017-2022

Table 2 Sales of Sun Care by Category: % Value Growth 2017-2022

Table 3 Sales of Sun Care by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Sun Care: % Value 2018-2022

Table 5 LBN Brand Shares of Sun Care: % Value 2019-2022

Table 6 LBN Brand Shares of Premium Adult Sun Care: % Value 2019-2022

Table 7 Forecast Sales of Sun Care by Category: Value 2022-2027

Table 8 Forecast Sales of Sun Care by Category: % Value Growth 2022-2027

BEAUTY AND PERSONAL CARE IN SERBIA

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 9 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 10 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 11 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 12 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 13 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 14 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 15 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 16 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 17 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 18 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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