

Baby and Child-Specific Products in Serbia

Market Direction | 2024-04-29 | 20 pages | Euromonitor

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Report description:

In Serbia, baby and child-specific products witnessed a steadfast allegiance among consumers in 2023, underpinned by a robust brand loyalty ethos. Rather than flitting between various brands or succumbing to the allure of cheaper alternatives, parents exhibited a distinct preference for products tailor-made for their little ones. Despite this loyalty, the growing demand for private label offerings is indicative of a nuanced consumer landscape shaped by price sensitivity. These private label prod...

Euromonitor International's Baby and Child-specific Products 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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

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

Why buy this report?

- * Get a detailed picture of the Baby and Child-specific Products 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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