

Fragrances in Serbia

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

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Report description:

Fragrances in Serbia in 2023 showcased stable performance but encountered notable challenges. A significant development was observed with drugstore chains like Dm introducing low-cost fragrances within their product offerings. Similarly, the drugstore chain Lilly commenced direct imports of fragrances from UAE brands. This influx of affordable fragrances expanded the presence of budget-friendly options in drugstores, thereby increasing accessibility to low-cost brands.

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- * Get a detailed picture of the Fragrances 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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