

Mass Beauty and Personal Care in Serbia

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

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Report description:

The surge in mass beauty and personal care sales in Serbia during 2023 was primarily fuelled by a robust escalation in prices. This inflationary trend, coupled with heightened price sensitivity among consumers, prompted a notable transition across categories. Notably, discerning consumers opted to migrate from the upper mass segment to its more affordable counterpart, and likewise, from the lower mass category towards private label offerings. Capitalising on this dynamic, private label brands fo...

Euromonitor International's Mass Beauty and Personal 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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin 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 Mass Beauty and Personal 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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