

Men's Grooming in Serbia

Market Direction | 2024-04-29 | 21 pages | Euromonitor

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Report description:

Men's grooming in Serbia exhibited a stable performance in 2023, with middle-aged consumers primarily gravitating towards basic products like shampoo and body wash. However, the influence of social media is prompting younger Serbians to adopt grooming habits, marking a notable shift in attitudes towards self-care. Interestingly, the purchasing of men's grooming products is often carried out by women.

Euromonitor International's Men's Grooming 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: Men's Fragrances, Men's Shaving, Men's Toiletries.

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

Why buy this report?

- * Get a detailed picture of the Men's Grooming 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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Scotts International. EU Vat number: PL 6772247784

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