

Sun Care in Serbia

Market Direction | 2024-04-29 | 19 pages | Euromonitor

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Report description:

Sun care in Serbia experienced robust growth in 2023 driven by aggressive promotional activities by all major players, commencing as early as April and extending throughout the summer season. The exceptionally hot weather prompted Serbians to spend more time outdoors, further fuelling demand for sun care products. Producers, internet platforms, and medical professionals actively promoted awareness regarding the negative effects of sun exposure on the skin, leading to a decline in visits to solar...

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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.

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