

## **Bath and Shower in Serbia**

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

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### **Report description:**

Bath and shower in Serbia experienced robust growth in 2023, propelled by a significant surge in retail value sales attributed to high price growth. This inflationary trend notably impacted shower gels, where consumers encountered a plethora of alternative brands. Given the relatively lower importance attributed to this category, consumers exhibited a propensity to switch brands with ease, often prioritising price over quality considerations.

Euromonitor International's Bath and Shower 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: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

- \* Get a detailed picture of the Bath and Shower 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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