

Colour Cosmetics in Serbia

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

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Report description:

In 2023, the sales trajectory of colour cosmetics in Serbia was propelled by a resurgence in pre-pandemic lifestyle patterns and the pervasive influence of social media. Platforms like TikTok and Instagram emerged as powerful catalysts, with influencers leveraging their reach to inspire consumption, particularly among young girls. Players in the product area capitalised on this trend by actively promoting their colour cosmetics via social media channels, partnering with influencers to offer tuto...

Euromonitor International's Colour Cosmetics 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: Colour Cosmetics Sets/Kits, Eye Make-Up, Facial Make-Up, Lip Products, Nail Products.

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

Why buy this report?

- * Get a detailed picture of the Colour Cosmetics 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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