

Deodorants in Serbia

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

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Report description:

Deodorants in Serbia witnessed a notable surge in prices in 2023, yet this did not deter volume sales. Instead, consumers opted for alternative formats of deodorants designed for extended use, transitioning from sprays to roll-ons, creams, or sticks. Despite the pronounced price growth, Serbian consumers exhibited a steadfast loyalty to preferred deodorant brands, prioritising efficacy over price considerations. Moreover, consumers seized opportunities to purchase their favoured deodorants durin...

Euromonitor International's Deodorants 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: Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant Wipes.

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

Why buy this report?

- * Get a detailed picture of the Deodorants 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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Euromonitor International
April 2024

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