

## **Hair Care in Serbia**

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

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

In 2023, hair care in Serbia witnessed growth predominantly driven by ancillary products such as hair masks, serums, and oils. Serbians are increasingly prioritising hair health and aesthetics, embracing styling techniques to achieve desired looks. Notably, a growing trend towards embracing grey hair emerged, particularly among women in their 40s and 50s. This demographic shift has led to the introduction of more products catering to grey and silver hair maintenance.

Euromonitor International's Hair 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: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

Why buy this report?

- \* Get a detailed picture of the Hair 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Hair Care in Serbia  
Euromonitor International  
April 2024

### List Of Contents And Tables

#### HAIR CARE IN SERBIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Expansion of hair care beyond basics

Innovation surge and product diversification

Professional care resurgence and consumer preferences

##### PROSPECTS AND OPPORTUNITIES

Recovery and home hair care

Innovation and product diversification

Price sensitivity and brand loyalty

##### CATEGORY DATA

Table 1 Sales of Hair Care by Category: Value 2018-2023

Table 2 Sales of Hair Care by Category: % Value Growth 2018-2023

Table 3 Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 4 NBO Company Shares of Hair Care: % Value 2019-2023

Table 5 LBN Brand Shares of Hair Care: % Value 2020-2023

Table 6 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 7 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 8 LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 9 Forecast Sales of Hair Care by Category: Value 2023-2028

Table 10 □Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 11 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

#### BEAUTY AND PERSONAL CARE IN SERBIA

##### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

##### MARKET DATA

Table 12 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 18 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 21 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Hair Care in Serbia

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

| Select license | License                        | Price    |
|----------------|--------------------------------|----------|
|                | Single User Licence            | €825.00  |
|                | Multiple User License (1 Site) | €1650.00 |
|                | Multiple User License (Global) | €2475.00 |
|                |                                | VAT      |
|                |                                | Total    |

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

|               |                      |                               |                                         |
|---------------|----------------------|-------------------------------|-----------------------------------------|
| Email*        | <input type="text"/> | Phone*                        | <input type="text"/>                    |
| First Name*   | <input type="text"/> | Last Name*                    | <input type="text"/>                    |
| Job title*    | <input type="text"/> |                               |                                         |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/>                    |
| Address*      | <input type="text"/> | City*                         | <input type="text"/>                    |
| Zip Code*     | <input type="text"/> | Country*                      | <input type="text"/>                    |
|               |                      | Date                          | <input type="text" value="2026-02-17"/> |
|               |                      | Signature                     | <input type="text"/>                    |

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com