

Bath and Shower in Serbia

<https://marketpublishers.com/r/B18D08CC1E1EN.html>

Date: June 2019

Pages: 19

Price: US\$ 990.00 (Single User License)

ID: B18D08CC1E1EN

Abstracts

Serbian consumers are clearly changing their habits and turning to liquid soap instead of bar soap. This was obvious as the former saw the best performance within overall bath and shower in 2018, whilst the latter saw the worst performance, although continued to see slow growth. This change was due to the improved offer and better distribution of liquid soap, as well as the perceived superior convenience of such products. This trend is set to continue shaping bath and shower in Serbia over the f...

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 2014-2018, allowing you to identify the sectors driving growth. Forecasts to 2023 illustrate how the market is set to change.

Product coverage: Bar Soap, Bath Additives, Body Wash/Shower Gel, Intimate Hygiene, Liquid Soap, Talcum Powder.

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.

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.

Contents

Headlines

Prospects

An Increasing Number of Consumers Switch From Bar Soap To Liquid Soap

Bar Soap Remains the Most Popular Product

the Average Unit Price Increases Marginally Above Inflation

Competitive Landscape

Direct Sellers Decline in 2018

Colgate-Palmolive Co Sees the Best Performance

Numerous New Product Launches Are Recorded

Category Data

Table 1 Sales of Bath and Shower by Category: Value 2013-2018

Table 2 Sales of Bath and Shower by Category: % Value Growth 2013-2018

Table 3 Sales of Bath and Shower by Premium vs Mass: % Value 2013-2018

Table 4 NBO Company Shares of Bath and Shower: % Value 2014-2018

Table 5 LBN Brand Shares of Bath and Shower: % Value 2015-2018

Table 6 LBN Brand Shares of Premium Bath and Shower: % Value 2015-2018

Table 7 Forecast Sales of Bath and Shower by Category: Value 2018-2023

Table 8 Forecast Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 9 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023

Executive Summary

Continued Steady Growth for Beauty and Personal Care

New Ingredients and Convenience Are Important New Product Developments

Many Smaller Players Gain Share, But the Leading Three Producers Also Increase

Many Premium Products Are Frequently Offered at Discounted Prices

Accelerated Growth Is Anticipated for the Forecast Period

Market Data

Table 10 Sales of Beauty and Personal Care by Category: Value 2013-2018

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2013-2018

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2014-2018

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2014-2018

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2015-2018

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2013-2018

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2013-2018

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2018

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth
2018-2023

Sources

Summary 1 Research Sources

I would like to order

Product name: Bath and Shower in Serbia

Product link: <https://marketpublishers.com/r/B18D08CC1E1EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B18D08CC1E1EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970