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Bath and Shower in Serbia

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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.

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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.

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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

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Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Sources
Summary 1 Research Sources

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