

# Bath and Shower in Serbia

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## Abstracts

A major trend evident within the bath and shower category in 2019 was the increasing popularity of products labelled as “sensitive” or “gentle on the skin”. Many such products were already available, but clearly aimed at babies and children; at the end of the review period, however, an increasing number targeted adults. This was often seen through the ingredients used in such products, as well as advertising campaigns. Important ingredients in such products seen in 2019 included camomile, lavend...

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 2015-2019, allowing you to identify the sectors driving growth. Forecasts to 2024 illustrate how the market is set to change.

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**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.

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