

# Beauty and Personal Care in Serbia

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## Abstracts

The return of Serbians to their pre-COVID-19 lifestyles positively impacted beauty and personal care's performance, due to increased occasions for product use. As such, sun care, fragrances, colour cosmetics, and skin care recorded the highest value sales growth. However, in the second half of 2022, beauty and personal care faced challenges such as high unit price growth due to increased costs of raw materials, shipment, and packaging. These, coupled with high inflation and consumers' decreasing...

Euromonitor International's Beauty and Personal 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

**Product coverage:** Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

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

## Why buy this report?

Get a detailed picture of the Beauty and Personal 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.

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Although consumers buy lower priced mass products, they are unwilling to down trade in 2022

Retailers increase promotional activity to attract customers in 2022

Mass beauty and personal care mimic their premium and dermocosmetic counterparts, to attract consumers in 2022

#### PROSPECTS AND OPPORTUNITIES

Price sensitivity and inflation to impact demand in the short term

Manufacturers likely to collaborate with influencers and doctors to add credibility and appeal to younger consumers

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