

Direct Selling in Serbia

<https://marketpublishers.com/r/DA63815A721EN.html>

Date: May 2023

Pages: 18

Price: US\$ 990.00 (Single User License)

ID: DA63815A721EN

Abstracts

Although direct selling saw dynamic growth in current value terms in 2022 this was actually barely above inflation levels. In 2021 direct selling in Serbia started on the path to recovery from the hit it took during the first year of the COVID-19 pandemic in 2020. In 2022 the channel continued its recovery with it still being seen as an attractive channel in Eastern Europe due to strong brand awareness and people's interest in becoming sales representatives.

Euromonitor International's Direct Selling in Serbia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

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

Why buy this report?

Get a detailed picture of the Direct Selling 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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