

# Mass Beauty and Personal Care in Serbia

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## Abstracts

At the start of 2022, consumer spending increased as many resumed their pre-COVID-19 lifestyles. However, in the second half of the year, many consumers became more cost-conscious due to rising prices and decreased disposable income. As a result, some consumers switched from high-priced mass beauty and personal care to mid-priced mass beauty and personal care and from mid-priced to low-priced mass beauty and personal care products. Nevertheless, Serbians continue to prioritise quality and are no...

Euromonitor International's Mass 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:** Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin 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 Mass 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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Players concentrate on innovation on skin care, while consumers focus on ingredients in 2022

#### PROSPECTS AND OPPORTUNITIES

Price sensitive consumers likely to down trade thanks to continuation of rising prices in 2023

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